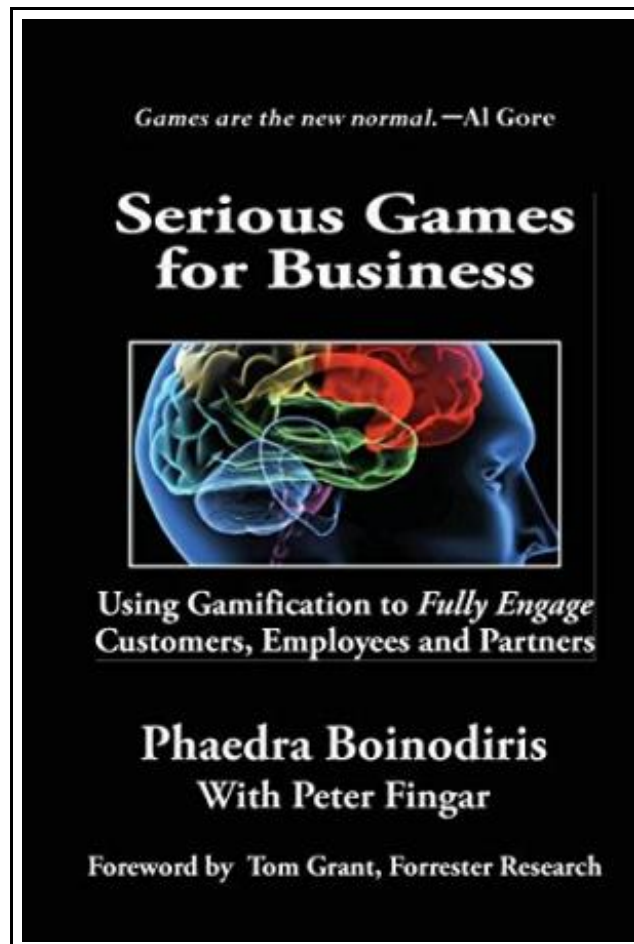# Serious Games for Business: Using Gamification to Fully Engage Customers, Employees and Partners

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SERIOUS GAMES FOR BUSINESS: USING GAMIFICATION TO FULLY ENGAGE CUSTOMERS, EMPLOYEES AND PARTNERS

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Paperback. Book Condition: New. Paperback. 202 pages. Using an innovative multimedia format, this book turns the inevitable alphabet soup of gamification terms into a gourmet delight with true business substance. Readers will no doubt find themselves exploring the books concepts through the 60 videos, articles and lectures cited with tiny URLs and smart phone QR Codes, all of which jump off the printed page to provide further insights from recognized experts. In the business world, gamification has typically leveraged badges, points and leaderboards in the hopes of engaging people. This falls far short of the potential of what gamification can do for businesses. On one end of the spectrum, businesses can use game design techniques in ways that are not overtly game-like to fully engage customers, partners, and employees. When well implemented, gamification can transform a work culture by cultivating deep emotional connections, high levels of active participation, and long-term relationships that drive business value. On the other end of the spectrum, businesses can utilize strategy games, simulation games, and role-playing games as means to teach, drive operational efficiencies, and innovate. In this book you will explore the many aspects of using gamification in business and find case studies describing how organizations have embraced social collaboration using playful design to reap tremendous value. Dont just read this book-experience it!About the AuthorsPhaedra Boinodiris is a Serious Games Program Manager at IBM where she is crafting IBMs serious games strategy for the public sector including government entities, education, and healthcare. She is the founder of the award-winning INNOV8 program, serious games designed to teach business process management. INNOV8 is being used in over 1, 000 schools worldwide, and is now available for public consumption. She also produced IBMs first Smarter Planet game, CityOne, a city simulation that shows how companies can evolve...

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