



The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition

By Zichermann, Gabe; Linder, Joselin

McGraw-Hill Education - Europe. Book Condition: New. Gamification: It's the hottest new strategy in business, and for good reason - it's helping leading companies create unprecedented engagement with customers and employees. This book gives you full access to The Gamification Revolution app - a new way to optimize and enhance your experience with videos, tips, and social tools. Num Pages: 256 pages, Illustrations. BIC Classification: KJC; KJMD. Category: (G) General (US: Trade). Dimension: 230 x 176 x 28. Weight in Grams: 536. . 2013. 1st Edition. Hardcover.

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