Play at Work: How Games Inspire Breakthrough Thinking

By Adam L Penenberg

PORTFOLIO, United States, 2015. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. An acclaimed journalist examines how games can help us learn, create, and innovate in any kind of business. If you ve ever found yourself engrossed inAngry Birds, Call of Duty, or a plain old crossword puzzle when you should have been doing something more productive, you know how easily games hold our attention. Hardcore gamers have spent the equivalent of 5.93 million years playingWorld of Warcraftwhile the world collectively devotes about 5 million hours per day toAngry Birds. A colossal waste of time? Perhaps. But what if we could tap into all the energy, engagement, and brainpower that people are already expending and use it for more creative and valuable pursuits? Harnessing the power of games sounds like a New-Age fantasy, or at least a fad that s only for hip start-ups run by millennials in Silicon Valley. But according to Adam L. Penenberg, the use of smart game design in the workplace and beyond is taking hold in every sector of the economy, and the companies that apply it are witnessing unprecedented results. Gamification isn t just for consumers chasing reward...

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