



Business Gamification For Dummies

By Kris Duggan, Kate Shoup

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Business Gamification For Dummies, Kris Duggan, Kate Shoup, The easy way to grasp and use gamification concepts in business Gamification is a modern business strategy that leverages principles from games to influence favorable customer behavior on the web in order to improve customer loyalty, engagement, and retention. Gamification can be used by any department in a company (HR, Sales, Marketing, Engineering, Support, etc.), for any web-based experience (mobile, website, retail, community, etc.). Business Gamification For Dummies explains how you can apply the principles of this strategic concept to your own business model. * How gamification evolved from Farmville/Zynga and Facebook and is now something that can be applied to the work environment * How to build a successful gamification program * How to entice and retain customers using gamification * How to drive employee behavior inside your organization * Real-world illustrations of gamification at work If you're interested in learning more about this exciting and innovative business strategy, this friendly, down-to-earth guide has you covered.



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Reviews

Extensive manual! Its this kind of very good read through. I actually have read and that i am confident that i am going to planning to study once again once more in the future. I am easily could possibly get a delight of looking at a composed publication.

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Thorough manual for publication fanatics. It is actually rally intriguing throgh reading through period of time. Its been written in an remarkably simple way and is particularly only after i finished reading through this book in which actually transformed me, change the way i think.

-- **Morris Schultz**