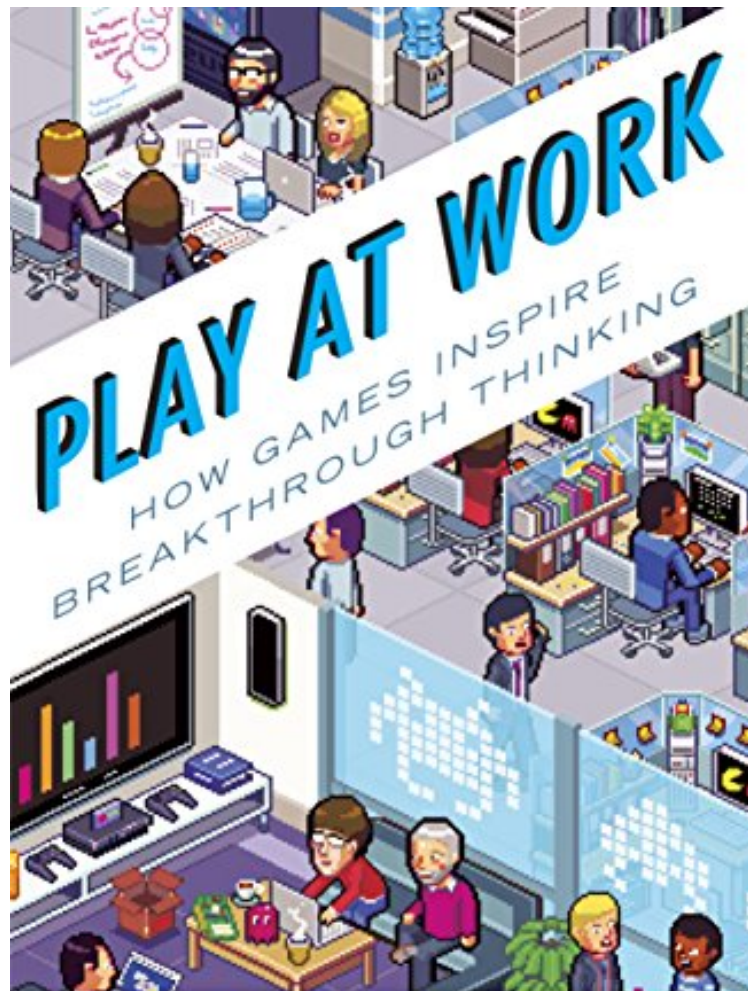


(Pdf free) Play at Work: How Games Inspire Breakthrough Thinking

Play at Work: How Games Inspire Breakthrough Thinking

Adam L. Penenberg

*audiobook / *ebooks / Download PDF / ePub / DOC*



ADAM L. PENENBERG

WITH A FOREWORD BY GABE ZICHERMANN

[DOWNLOAD](#)



[READ ONLINE](#)

#674408 in eBooks 2013-10-03 2013-10-03 File Name: B00AR49GK4 | File size: 49.Mb

Adam L. Penenberg : Play at Work: How Games Inspire Breakthrough Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised Play at Work: How Games Inspire Breakthrough Thinking:

1 of 1 people found the following review helpful. Inspired to try this in my workplace ...By Christopher Gordon
In doing research on gamification, this book provided a unique perspective from an expert who has put ideas into action. Adam provides several fascinating stories from a variety of industries that reinforce it can be done across any business model if you make the effort and design a gamified system that is well designed to keep others engaged and enthused,

so that it is challenging and fun. I now feel challenged to figure out a gaming model that can be applied in my area of expertise to where I can disrupt the IT world using gamification. Although this was a fun read, I was hoping to get advice on how to create your own gamification model and what are some useful techniques to try...hopefully that will be covered in a part 2 book!

0 of 0 people found the following review helpful. Play at WorkBy BookemGood read. Sometimes the gaming definition was stretched a bit but the overall concept was interesting. Translating this concept to most work environments would be a bit difficult.

2 of 3 people found the following review helpful. I would have liked to know more about the goobles or companies like ...By J. DavisI found this book lacking and misleading. With the exception of the final chapter, there is very few gamification examples in the workplace. I would have liked to know more about the goobles or companies like badgeville. Instead I got stories about internet contests and consumer input. The stories had a lot of background information on the people that were using these strategies and very little information about the strategies in action.

Do games hold the secret to better productivity? If you've ever found yourself engrossed in Angry 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 playing World of Warcraft while the world collectively devotes about 5 million hours per day to Angry 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 points anymore. It's transforming, well, just about everything. Penenberg explores how, by understanding the way successful games are designed, we can apply them to become more efficient, come up with new ideas, and achieve even the most daunting goals. He shows how game mechanics are being applied to make employees happier and more motivated, improve worker safety, create better products, and improve customer service. For example, Microsoft has transformed an essential but mind-numbing task—debugging software—into a game by having employees compete and collaborate to find more glitches in less time. Meanwhile, Local Motors, an independent automaker based in Arizona, crowdsources designs from car enthusiasts all over the world by having them compete for money and recognition within the community. As a result, the company was able to bring a cutting-edge vehicle to market in less time and at far less cost than the Big Three automakers. These are just two examples of companies that have tapped the characteristics that make games so addictive and satisfying. Penenberg also takes us inside organizations that have introduced play at work to train surgeons, aid in physical therapy, translate the Internet, solve vexing scientific riddles, and digitize books from the nineteenth century. Drawing on the latest brain science as well as his firsthand reporting from these cutting-edge companies, Penenberg offers a powerful solution for businesses and organizations of all stripes and sizes.

From Booklist Games and game design are all around us, from crossword puzzles to computer games to Wii and Xbox. But games permeate our lives in more subtle forms, too, like Powerball lotteries, eBay, social media sites, and even the mileage and rewards points that we win. Games provide feedback loops that stimulate dopamine, rewarding the brain's pleasure center, but playing games can also improve our reaction time, ability to multitask, and creativity levels. Investigative journalist Penenberg examines how games can be used to modify behavior, train surgeons and military personnel, aid physical rehabilitation, transform boring repetitive tasks into fun, and even harness the computing power of human intelligence across the globe to digitize old books and translate the entire Internet into other languages. Learn how cutting-edge companies are embracing game integration to make workers more satisfied, better trained, and focused on their jobs. Penenberg's work has appeared in the New York Times, Forbes, Wired, Playboy, and Mother Jones. He may be best known for unmasking Stephen Glass of the New Republic for journalism fabrication in 1998 and is currently a journalism professor at New York University. --David Siegfried "Adam Penenberg's excellent new book persuasively demonstrates the power of gaming to motivate work. Filled with great stories of companies who have made the leap into playful productivity, it should be useful and inspirational for anyone looking at how to leverage the spirit of competition." --DOUGLAS RUSHKOFF, AUTHOR OF PRESENT SHOCK "In this great and often funny book Penenberg shows how everyone from entrepreneurs to scientists is using gamification to create the future today. Don't be left behind. Read this book to learn how the rules of business and life are changing." --GABE ZICHERMANN, CEO OF GAMIFICATION CO. "It's happening all around us, but if you're not paying attention you may miss it. Adam Penenberg provides an insightful guide into how gamification is infiltrating the marketplace and, more important, how it can be leveraged to make experiences more immersive and addictive. Read it, and prepare to see your everyday experiences through new eyes." --TODD HENRY, AUTHOR OF DIE EMPTY AND THE ACCIDENTAL CREATIVE "From Tom Sawyer's fence-painting scheme to Angry Birds, games have a unique knack for

tapping the heart of engagement. Adam Penenberg takes you well beyond Zynga and through the countless, inventive ways games can be designed to bring out our best thinking. This is a fascinating and entertaining exploration of that most basic of human proclivities: play. — DANIEL H. PINK, AUTHOR OF TO SELL IS HUMAN AND DRIVE

Gamification is a hot topic but few truly understand it. Engaging and filled with incredible stories, *Play at Work* explains how games can make us more efficient and creative. Drawing on copious research and interviews with an array of game designers, scientists, mathematicians, entrepreneurs, inventors, and government officials, Penenberg offers a new perspective on how to make play work for you. — ERIC RIES, AUTHOR OF THE LEAN STARTUP

About the Author ADAM L. PENENBERG is the editor of PandoDaily, the site of record for Silicon Valley, and has written for the New York Times, Forbes, Fast Company, Slate, Economist, Washington Post, and Wired. He is the author of Viral Loop: From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves and a journalism professor at New York University.