



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

*Gabe Zichermann, Joselin Linder*

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### THE REVOLUTION WILL BE GAMIFIED

#### MASTER THE GAMIFIED STRATEGIES THAT WILL TRANSFORM YOUR BUSINESS--OR BE LEFT BEHIND

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. Gamification uses the latest innovations from game design, loyalty programs, and behavioral economics to help you cut through the noise and transform your organization into a lean, mean machine ready to fight the battle for user attention and loyalty.

With *The Gamification Revolution* you'll learn how top companies:

- Recruit and retain the best talent from the gamer generation and beyond
- Train employees and drive excellence with noncash incentives
- Cut through the market noise and ignite consumer sales growth
- Generate unprecedented customer loyalty without breaking the bank

Drawing inspiration from the most popular games of all time--from Angry Birds to World of Warcraft--the authors reveal the secrets of market leaders that you can apply immediately to your business.

As a bonus, the book gives you full access to *The Gamification Revolution* app--a great way to optimize and enhance your experience with videos, tips, and social tools, including the ability to easily share the best ideas with your colleagues and workgroup.

You'll learn the new rules of engagement that are guaranteed to generate excitement and enthusiasm--in your employees and your customers. You'll understand how game designers predict and motivate behaviors--and how you can get the results you want. You'll also find a winning selection of fascinating case studies, best practices, and game-ready tools of the trade you can easily apply to your specific needs.

It's all here in one ready-to-use strategy guide filled with the best ideas and pitfalls you can avoid.

If you're going to play the game, this is how you play it. To win.

#### Praise for *The Gamification Revolution*:

*"For consumer-facing businesses today, nothing matters more than delivering a great user experience and creating lasting engagement with your consumers and employees. **The Gamification Revolution** will show you how leaders have reached for the top and won."* -- ALEXANDRA WILKIS WILSON, Cofounder, Gilt Groupe, and author of the *New York Times* bestseller *By Invitation Only*

*"In today's fast-paced world, people are more distracted than ever. To stand out, you'll need to cut through the noise and get them engaged. **The Gamification Revolution** will teach you the essential building blocks for*

*achieving long-term success and growth."* -- JESSE REDNISS, SVP, USA Network/NBCU

*"From engaging customers to retaining a team, **The Gamification Revolution** will provide you with tactics that generate results. I know. Gabe's wisdom has helped the Founder Institute expand to every inhabited continent and change thousands of lives."* -- ADEO RESSI, CEO, Founder Institute

*"Zichermann and Linder propose a pragmatic approach to gamification that will provide breakthrough results. Sales is the last bastion of corporate innovation, and this spectacular read is a must for any sales leader."* -- HI LEVA, Senior VP Sales Operations, Clear Channel Outdoor

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