



## Fun Is the Future: A Collection of Compelling Gamification Success Stories (Paperback)

By Manu Melwin Joy

Ebooks2go Inc, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.There are certain catchwords that are more fascinating than the rest. Gamification is one such catchword. This is not shocking as the roots are traced back to the world of games. It is quite amusing that the term is vague for both beginners and intellectuals. While beginners misinterpret gamification as playing games, intellectuals brush it off as yet another deviation of a loyalty or rewards program. But what is it, actually? Those in the community of gaming theory and practice have categorized gamification as a term. It is usually considered that it means employing gaming principles to non-gaming situations. It is a design process that reframes goals to be more attractive and attainable using the principles of game design. The gamified solutions targets our usual instincts to seek competition and accomplishment using conventional gamification methods such as point gathering, virtual currencies, accomplishment budgets or levels with growing difficulty are used within game community. This book does not suggest recipes for gamification since the best practices are still evolving. Instead, it provides a list of compelling gamification success stories implemented in organizations from various industries....

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