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For The Win by Kevin Werbach and Dan Hunter gives designers the blueprint they need to make their gamification efforts part of the successful 20 percent. Designed well, gamification can put your company light years ahead of the competition.

For the Win - Wharton Digital Press

In For the Win, Kevin Werbach and Dan Hunter have written an entertaining and immensely practical guide to this rich managerial opportunity. Philip Evans, Senior Partner, Managing Director, and BCG Fellow, Boston Consulting Group; coauthor of *Blown to Bits*

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[For the Win: How Game Thinking Can Revolutionize Your ...](#)

For the Win reveals how a wide range of companies are successfully using game thinking. It also offers an explanation of when gamifying makes the most sense and a 6-step framework for using games for marketing, productivity enhancement, innovation, employee motivation, customer engagement, and more. In this illuminating guide, Werbach and Hunter reveal how game thinking can yield winning

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In For the Win, authors Kevin Werbach and Dan Hunter argue persuasively that gamemakers need t be the only ones benefiting from game design. Werbach and Hunter are lawyers and World of Warcraft players who created the world's first course on gamification at the Wharton School. In their book, they reveal how game thinking--addressing problems like a game designer--can motivate employees and

For the Win by Kevin Werbach and Dan Hunter, a

Book Review

For the Win by Kevin Werbach and Dan Hunter is about gamification, which is using the elements of game design in a non-game context.

'For the Win': How Gamification Can Transform Your Business

Wharton legal studies and business ethics professor Kevin Werbach and New York Law School professor Dan Hunter, authors of For the Win: How Game Thinking Can Revolutionize Your Business, say yes.

Kevin Werbach

For the Win: How Game Thinking Can Revolutionize Your Business (with Dan Hunter) In For the Win, authors Kevin Werbach and Dan Hunter reveal how gamification—addressing problems like a game designer can motivate employees and customers by creating engaging experiences.

For the Win eBook by Kevin Werbach - 9781613630228 ...

In For the Win, authors Kevin Werbach and Dan Hunter argue persuasively that gamemakers need not be the only ones benefiting from game design. Werbach and Hunter are lawyers and World of Warcraft players who created the world's first course on gamification at the Wharton School. In their book, they reveal how game thinking—addressing problems like a game designer—can motivate employees and

For the Win by Kevin Werbach - Goodreads

For the Win How Game Thinking Can Revolutionize Your Business is a nice survey by Kevin Werbach and Dan Hunter on the topic of gamification.

For the Win Audiobook | Kevin Werbach, Dan Hunter ...

In For the Win, authors Kevin Werbach and Dan Hunter argue persuasively that gamemakers need not be the only ones benefiting from game design. Werbach and Hunter are lawyers and World of Warcraft players who created the world's first course on gamification at the Wharton School.

The Gamification Toolkit - Wharton Digital Press

When The Economist covered Kevin Werbach and Dan Hunter's new book For the Win in 2012, they referred to gamification as a management craze. Since then, it has proved to be much more than a fleeting fad: it is a global movement.

For the Win: How Game Thinking Can Revolutionize Your ...

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