

Total Engagement : Using Games and Virtual Worlds to Change The Way People Work and Businesses Compete

The authors show why you must begin building a game strategy now-and offer practical guidelines for :

- Selecting game design features that can address your company's "pain points"
- Using avatars to increase engagement and productivity
- Employing virtual currencies to help employees set priorities, share resources, and meet goals
- Implementing participant-driven communication systems to facilitate team building
- Discovering untapped leadership skills by shifting collaboration to gamelike environments
- Mitigating possible negative effects of game applications at work

Authoritative and provocative, Total Engagement shows how to become a player to reckon with as the game revolution transforms the workplace.

