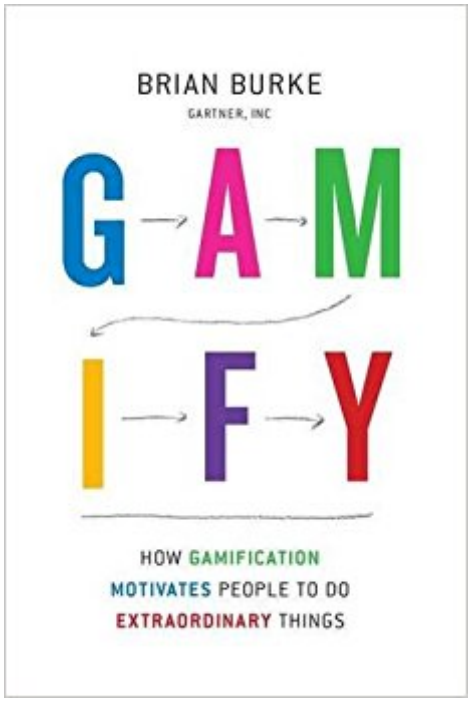
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Gamify: How Gamification Motivates People To Do Extraordinary Things



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Synopsis

Organizations are facing an engagement crisis.Ã Â Regardless if they are customers, employees, patients, students, citizens, stakeholders, organizations struggle to meaningfully engage their key constituent groups who have a precious and limited resource: their time. Not surprisingly, these stakeholders have developed deflector shields to protect themselves. Only a privileged few organizations are allowed to penetrate the shield, and even less will meaningfully engage. To penetrate the shield, and engage the audience, organizations need an edge. Gamification has emerged as a way to gain that edge and organizations are beginning to see it as a key tool in their digital engagement strategy. While gamification has tremendous potential to break through, most companies will get it wrong. Gartner predicts that by 2014, 80% of current gamified applications will fail to meet business objectives primarily due to poor design.Ã Â As a trend, gamification is at the peak of the hype cycle; it has been oversold and it is broadly misunderstood. We are heading for the inevitable fall. Too many organizations have been led to believe that gamification is a magic elixir for indoctrinating the masses and manipulating them to do their bidding. These organizations are mistaking people for puppets, and these transparently cynical efforts are doomed to fail.Ã Â This book goes beyond the hype and focuses on the 20% that are getting it right. We have spoken to hundreds of leaders in organizations around the world about their gamification strategies and we have seen some spectacular successes. The book examines some of these successes and identifies the common characteristics of these initiatives to define the solution space for success. It is a guide written for leaders of gamification initiatives to help them avoid the pitfalls and employ the best practices, to ensure they join the 20% that gets it right.Ã Â Gamify shows gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives.Ã Â It can be used to motivate people to change behaviors, develop skills, and drive innovation. The sweet spot for gamification objectives is the space where the business objectives and player objectives are aligned. Like two sides of the same coin, player and business goals may outwardly appear different, but they are often the same thing, expressed different ways.Ã Â The key to gamification success is to engage people on an emotional level and motivating them to achieve their goals.

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Customer Reviews

“Burke is one of the leading experts and biggest thinkers in the enterprise gamification space. Gamify is a book every CEO must read to gain an understanding of what the future holds with these exciting and powerful techniques.Ã¢â ¬Â• – Gabe Zichermann, founder & CEO of Dopamine and Gamification Co“A gamification game changer! Brian Burke has done what few in the field have ever done before. HeÃ¢â ¬â„¢s brought depth, humanity, and real purpose to the subject of gamification. A great read, an invaluable tool, and a superb read from an insightful man.Ã¢â ¬Â• – Kevin Allen, chairman and founder of Planet Jockey and best-selling author of The Hidden Agenda: A Proven Way to Win Business and Create a Following“In Gamify: How Gamification Motivates People to Do Extraordinary Things, Burke draws on GartnerÃ¢â ¬â„¢s proven research methodology and unique access to a broad swath of enterprise managers, thought leaders, top analysts, and vendors to provide an objective view of what is happening in gamification. Burke cuts through the hype surrounding this important nascent technology to provide unbiased and practical analysis and advice to businesses and public sector organizations. One of the key strengths of the book is the sheer number of examples and mini-case studies that Burke provides. For any person who wants to know more about gamification and whether it is relevant to their situation, Gamify is the first book they should reach for.Ã¢â ¬Â• – Carter Lusher, independent observer of disruptive technology trends and former analyst focused on gamification“Gamify provides valuable information about what to consider in projects so as to deliver effective solutions for our players. It lays out key concepts for proper player-centric design to make your project a success, allowing you to get closer to being one of the 20% of projects that work, instead of the 80 % that do not.Ã¢â ¬Â• – Sergio JimÃƒÂ©nez, creator of Gamification Model Canvas, founder of Game On! Lab, and co-founder of Gamification World Congress

Brian Burke is a Research Vice President at Gartner, covering enterprise architecture for the past 15 years. He has also been leading research on the emerging gamification trend for the past three years. As an expert in enterprise architecture, he has worked for decades on understanding disruptive technology trends and their implications for business. He currently leads research in business outcome-driven enterprise architecture and his groundbreaking work in the development of federated architectures has been implemented in hundreds of organizations in both the public and private sectors. He is also a prominent researcher and speaker in the areas of gamification, IT strategy, IT organizational structures and business/IT alignment. Mr. Burke has a broad and diverse background in technology and strategy, having more than 25 years of experience in the industry. He joined Gartner in April 2005 with the acquisition of Meta Group, where he worked for the previous seven years. Prior to that, he held senior management positions with responsibility for the development of IT strategy and architecture and the implementation of emerging technologies, including Internet, knowledge management, data warehouse, groupware, client/server and LAN/desktop technology.

Digital marketers that want to ÃƒÂ¢Ã â ¬Ã Ëœup their gameÃƒÂ¢Ã â ¬Ã â„¢ should add ÃƒÂ¢Ã â ¬Ã ËœGamifyÃƒÂ¢Ã â ¬Ã â„¢ by Brian Burke to their summer reading list.If you think that Gamification was a fad of the early 2000ÃƒÂ¢Ã â ¬Ã â„¢s, youÃƒÂ¢Ã â ¬Ã â„¢re wrong. In the upcoming ÃƒÂ¢Ã â ¬Ã ËœAge of Big DataÃƒÂ¢Ã â ¬Ã â„¢ it might hold the key to digital marketing success and failure. Gamify: How Gamification Motivates People to Do Extraordinary Things, by Brian Burke of Gartner, provides a must-have foundation in gamification for every digital marker.The book introduces gamification, game mechanics and experience design. When the book was released in 2014, these topics had little to do with digital marketing.In the two years since its publication, however, its become more relevant to marketers than ever. According to research by The Economist Intelligence Unit (EIU), 86 percent of marketers will own customer experience by 2020. According to the study, the top channels to the customer will be social media, mobile apps and the web. This means that ill-prepared marketers need to understand these environments better than traditional marketing channels and evolve with them.Read a full review here: [...]

Out of all the gamification books I have read (i have read six), this seems the most applicable to designing a gamified solution. Everything included this book is relevant to the task of designing a gamified program. If you only have time to read one book, this should be your first choice. I highly

recommend it (above all other books).

As someone relatively new to gamficiation with business partners asking for it, I wanted to make sure I understood its principles and best applications before I said "Yeah - let’s buy a platform and deploy it across our organization." This book provided exactly that. The author included real-world examples that helped me think through my business challenges. I feel prepared to propose several use cases that take advantage of gamification’s benefits (motivating behavior) while avoiding its pitfalls (token rewards for misaligned goals, etc.).

This book had many good points on what gamification is and how it can be implemented effectively in an organization. The author used simple, easy to understand examples to help reinforce the points they made.

Great book , It gives excellent explanation of gamification with specific examples

Very helpful in getting an overall understanding of gamification today and the foreseeable future.

Great read! Excellent for those who are transitioning into this industry.

Outstanding Book

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Gamify: How Gamification Motivates People to Do Extraordinary Things How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the WorldÃ Â Actionable Gamification: Beyond Points, Badges, and Leaderboards Drive: The Surprising Truth About What Motivates Us What Motivates Me: Put Your Passions to Work Gamification: Using Gaming Technology for Achieving Goals (Digital and Information Literacy) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266 (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Buried in the Sky: The Extraordinary Story of the Sherpa Climbers on K2’s Deadliest Day: The Extraordinary Story of the Sherpa Climbers on K2’s Deadliest Day The Extraordinary Adventures of Adele Blanc-Sec: Pterror over Paris and The Eiffel Tower Demon (The Extraordinary Adventures of AdÃƒÂ©le Blanc-Sec) "Fitness for Middle Aged People: 40 Powerful Exercises to Make People over 40 Years Old Healthy and Fit!" (Diets and

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