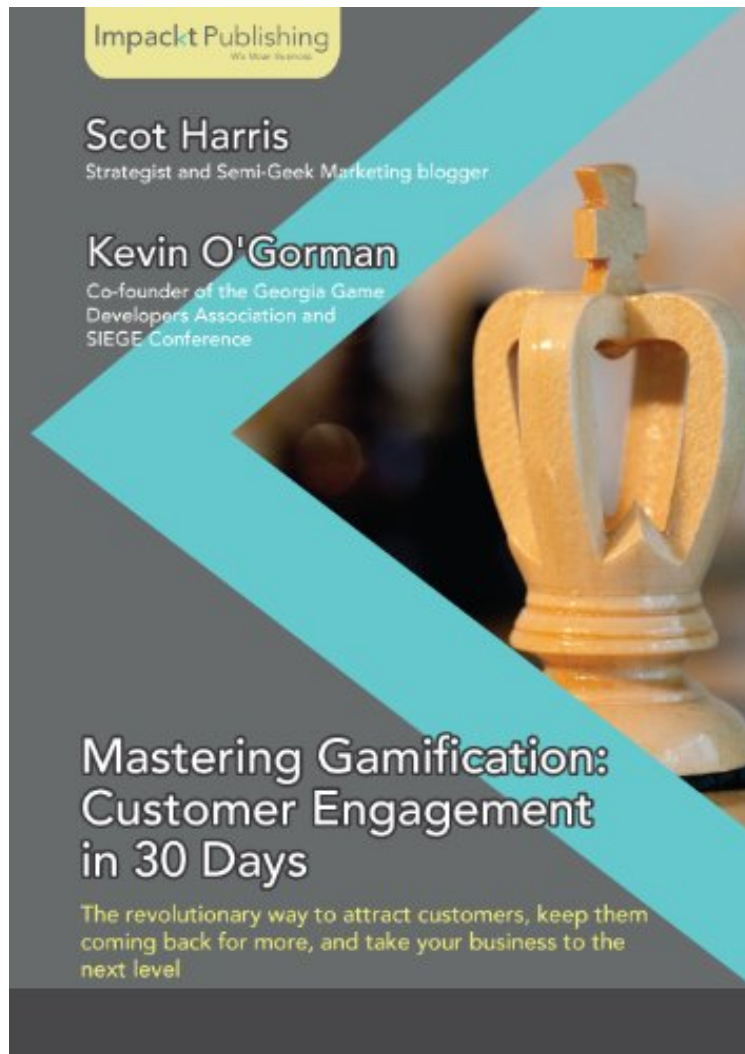


[Download pdf ebook] Mastering Gamification: Customer Engagement in 30 Days

Mastering Gamification: Customer Engagement in 30 Days

Scot Harris, Kevin O'Gorman
audiobook / *ebooks / Download PDF / ePub / DOC



#2382644 in eBooks 2014-02-11 2014-02-11 File Name: B00IF6HRL6 | File size: 54.Mb

Scot Harris, Kevin O'Gorman : Mastering Gamification: Customer Engagement in 30 Days before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering Gamification: Customer Engagement in 30 Days:

0 of 0 people found the following review helpful. Awfully fluffyBy Glen FordI think this book is absolutely worth the money, I just don't think it's really worth the time. There are a number of good nuggets, but they're too few and far between. I think this same material could be covered with the same depth in maybe three 1,000-word blog posts. There are a number of attempts to be practical and helpful in the form of tables you can fill out with answers specific to your business and gamification program, but very rarely do the authors actually help guide you in the what might be good vs. bad answers. A table with questions is a device, not help. There are only a couple of case studies, and even those aren't covered in any real depth. Overall, this book is manifesto-like, with broad statements that are true, but without a

sufficient level of detail to actually guide you into success. 1 of 1 people found the following review helpful. Good ideas, useful tips--and worth the purchase price even if you run a sole proprietorship. By Si Dunn You may not finish all of the exercises or follow all of the suggestions offered in this well-written book. Yet it can still help you think a lot harder about your business and how customers see it and engage--or don't engage--with the products or services you offer. For that alone, it's worth the purchase price. And even if you operate a small business where you are the entire staff, you can get some good ideas and useful tips that can help you make more sales and keep customers coming back. What the authors aim to do is help you create and "launch a long-range, ongoing, continuous process of attracting the attention of a target audience, drawing them into a social space built around you and your products or services, encouraging them to evangelize about your products or services, and instilling in them an unshakable sense of loyalty." In other words, you learn how to use some gamification techniques to get customers' attention, keep their attention, and get them to keep coming back for more of whatever you are selling. If long-term survival and long-term growth are some of the goals for your business, you can benefit from the well-focused exercises and suggestions offered by the two authors. 0 of 0 people found the following review helpful. A good handbook for managers interested in Gamification. By Yaniv Ophir The book provides a good introduction to Gamification for managers (product, project, etc.) who are curious about Gamification and/or starting a project that involves gamification. The strongest case I would make about this book is that it's very hands-on. There's a very short and high-level introduction to the theory and science of Gamification and why it works, and the book quickly dives into the nuts and bolts of pulling together a Gamification project. More specifically, it aims to walk the reader through a 30-day, step-by-step process of what it takes to create a successful Gamification project. The book offers insight into: 1. Picking the team. 2. Developing the concept. 3. Designing the Gamified experience (using the MDA Framework by LeBlanc). 4. Planning for a successful deployment. 5. Maintaining engagement. 6. And more... Overall, I'd recommend adding this book to your Gamification toolbox...it'll definitely help you create a better Gamification project.

Gamification has taken the business world by storm as a proven method for improving customer engagement and in turn business revenue. More and more multi-million dollar companies are adopting this technique, and now we've scaled it down to work for your business. Scot Harris, Strategist and Semi-Geek Marketing blogger, and Kevin O'Gorman, co-founder of the Georgia Game Developers Association and SIEGE Conference, have teamed up with Impactt to bring you this accessible, step-by-step tutorial. They'll take you all the way from Gamification Rookie to Master in 30 days, using interactive exercises to equip you with all the tools of modern gamification. By planning and developing tailored rewards and challenges, you will attract new customers and keep existing clients coming back for more. Mastering this method will be the best thing you ever did for your business.

About the Author Scot Harris Scot Harris is a skilled marketing and strategy executive with over 20 years' experience in helping companies grow their businesses. He specializes in integrating social media and traditional marketing and has extensive experience in variety of companies, from start-ups to Fortune 20. Scot most recently led marketing strategy for Convergys and was also VP of marketing for Verizon Communications' International Wireless Business in addition to numerous marketing and general management positions at a variety of companies. He has an active social media/gamification blog at <http://www.semigeekmarketing.wordpress.com>. Kevin O'Gorman Kevin O'Gorman has been a professional game designer since 1997 and game educator since 2004. He has designed commercial games for PCs, and internet play at half a dozen studios. Currently his focus is on tabletop games and the tablet versions of them. He has taught undergrad courses in game design, game history, and interface design for a number of on-ground and online universities. Kevin holds Lifetime Member status with the International Game Developers Association (IGDA), and has helped lead chapters in Dallas, New Orleans and Atlanta. He is a co-founder of the Georgia Game Developers Association and its SIEGE conference in Atlanta, and recently organized GameDallas to bring the digital and tabletop gaming communities together in the Dallas area. Kevin is active in the Education and Game Design SIGs of the IGDA and has been known to speak about either topic if given the slightest chance. He has presented at conferences such as GDC, SIEGE, GameX, and the Game Education Summit.