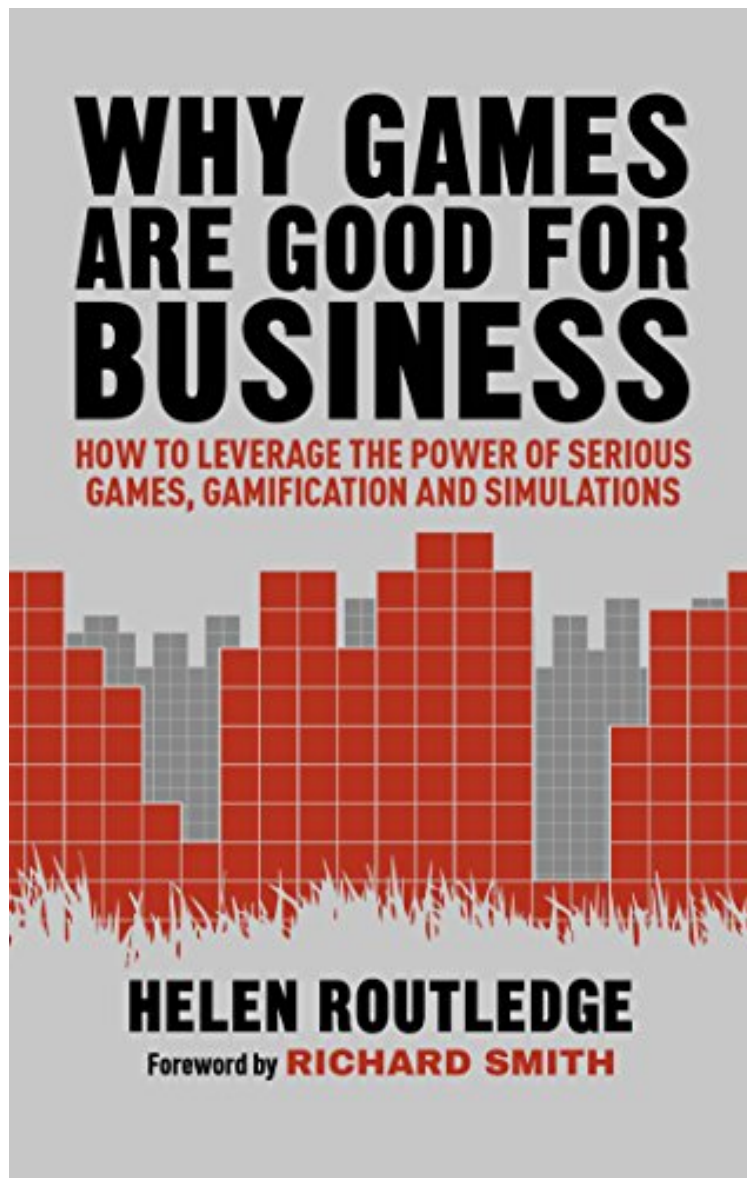


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# Why Games Are Good For Business: How to Leverage the Power of Serious Games, Gamification and Simulations

*Helen Routledge*

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**Helen Routledge : Why Games Are Good For Business: How to Leverage the Power of Serious Games, Gamification and Simulations** before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Games Are Good For Business: How to Leverage the Power of Serious Games, Gamification and Simulations:

2 of 2 people found the following review helpful. Helen Routledge's new book *Why Games Are Good For Business* is a compelling journey through the overall ...By Eliane AlhadeffHelen Routledge's new book *Why Games Are Good For Business* is a compelling journey through the overall landscape of Serious Games, what they are, why they work and who is using them to achieve market advantage.As one of the rare experts who can genuinely claim to have shaped the Serious Games space, Helen explores the market opportunity in various sectors and conveys how role-playing can help you understand your competitors' thinking and anticipate their next move.From the privileged perspective of a most successful game designer and production lead, Helen generously shares the techniques that games use to take learning to a completely new level by allowing you to be bad at them, stalling your progress, and then rewarding new visions of the possible that lead players to epic wins. A world where poor decisions or poor choices are never reinforced!

By tapping into the same psychology that keeps gamers glued to Minecraft or World of Warcraft, innovative organizations are creating their own engaging and flexible learning experiences. They're called Serious Games. This is a practical toolkit for those who want to learn about more serious games and how to apply them in the workplace.

'Helen gives us a valuable resource to help potential clients understand serious games. Individuals considering serious games will do well to let this book be their guide, drawing upon her intuition and experience distilled into useful frameworks to understand benefits, process, and more. Filled with useful tips, tools, data, and examples, this book is a worthwhile addition to the canon.'-Clark Quinn, Executive Director, Quinnovation'Games, simulations, and role-playing have always played a vital role in learning and development. Today, the commercial success of video games has enabled corporate organizations to improve the cost effectiveness of their HR activities through the serious use of these technologies. The author of this book is one of the most experienced and respected experts in serious games.'-David Wortley, Entrepreneur and Gamification Specialist'Helen Routledge's new book *Why Games Are Good For Business* is a compelling journey through the overall landscape of serious games, what they are, why they work and who is using them to achieve market advantage. As one of the rare experts who can genuinely claim to have shaped the serious games space, Helen explores the market opportunity in various sectors and conveys how role-playing can help you understand your competitors' thinking and anticipate their next move.'-Eliane Alhadeff, Serious Games Market Editor'Helen's book is the first I've read that manages to take the state of the art put it in the context of someone who might want to commission a serious game or who has an interest but isn't already researching or making games. Helen's background in psychology and extensive experience as a practitioner give her the ideal background for this book and I plan on buying a copy for anyone who commissions us to design them a serious game.'-David Farrell, University Lecturer in Games Design, Glasgow Caledonian University'Serious games are complicated and sophisticated software systems bridging specific business or education needs (e.g. training, communication, behavioural change) with the world of game-making. Consequently, designing a successful serious game is a necessarily complex and collaborative process in which all stakeholders must fully engage. In her new book *Why Games Are Good For Business* Helen Routledge shares her extensive knowledge and expertise as a leading serious game designer and provide the reader with a remarkably concrete and practical account of serious games, their potential benefits to businesses and the process of making them.'-Sandy Louchart, serious game researcher and lecturer, Digital Design Studio at the Glasgow School of Art>About the AuthorHelen Routledge is one of Europe's leading designers of Serious Games and a regular speaker at international industry events. With a background and passion in behavioral sciences and psychology Helen has over a decade of experience in applying behavioral and cognitive theories to highly-interactive Serious Games. Helen's knowledge of psychology and game mechanics has been applied to an incredibly varied range of solutions including team building, leadership, sales training, IT security, and disease control across many verticals such as corporate training defence, health care, education, and maritime sectors. An avid blogger and writer on the subject of Serious Games design, Helen's experience has gained her credibility and a name within the industry as one of the leaders, innovators, and entrepreneurs within the sector.