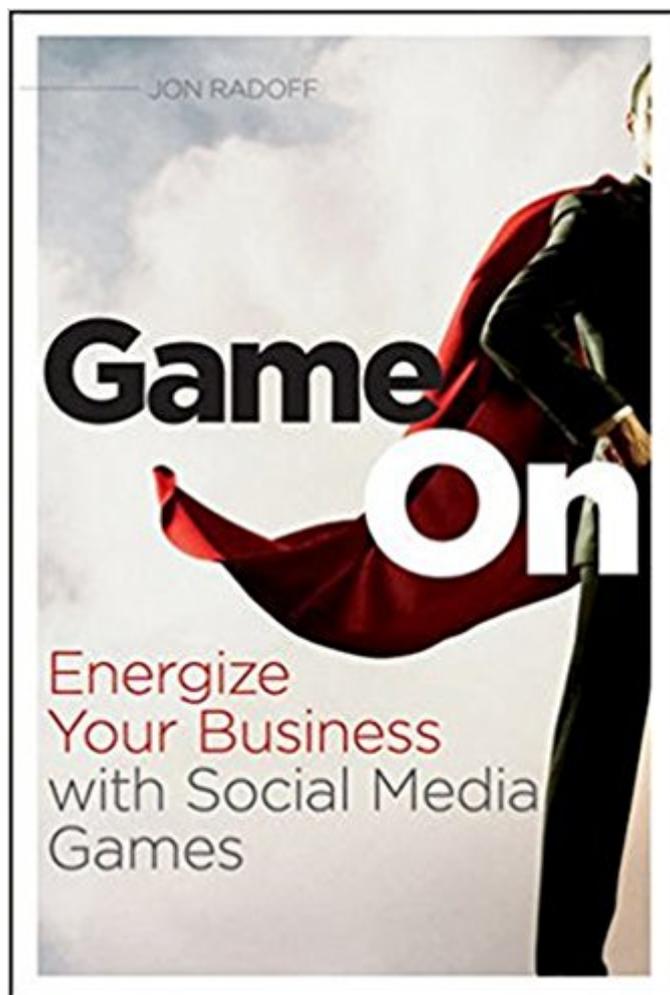The book was found

Game On: Energize Your Business With Social Media Games

Synopsis

A never-before published look at the many possibilities of social game developmentAs one of the few entrepreneurs in the world with expertise building both social media and games, author Jon Radoff brings a one-of-a-kind perspective to this unique book. He shows that games are more than a profitable form of entertainment?the techniques of social games can be used to enhance the quality of online applications, social media and a wide range of other consumer and business experiences. With this book, you?ll explore how social games can be put to work for any business and examine why they work at all. The first part of explains what makes games fun, while the second part reviews the process and details of game design. Looks at how games are the basis for many everyday functions and explains how techniques of social games can be used by businesses as money-making toolsDrills down the process of game design while focusing on the design, analysis, and creation of games Features screen shots, diagrams and explanations to illuminate key concepts, accessible to anyone regardless of game playing or design experienceReviews what works and what doesn?t using a range of real-world scenarios as examplesAuthor Jon Radoff has a unique blend of experiences creating games, Internet-based social media, and Web technology.Game On is not playing around. Discover how social media games make money?and how you can enhance your business using games.   .com Exclusive Article: â œ8 Businesses Changing the World with Game Mechanicsâ • by Jon Radoff, Author of Game On: Energize Your Business with Social Media Games   Author Jon Radoff   People are playing games more than ever before--but many of those games are less obvious than you might think. Games have influenced education, healthcare, retail, and consumer industries. Here are a few companies doing things with game mechanics that you might not have suspected, as well as questions you can ask yourself about your own business: 1) LinkedIn.com The popular business networking website has turned networking into a game. People love collecting things--and on LinkedIn, the connections you form with other people are like a collection of virtual business cards. The more connections you have, the more you â œwin.â • On LinkedIn, the rewards are social status; but collecting is fun in a wide range of businesses. What could you enable your customers to collect? 2) Dollar Tree Exploration is fun, and many popular digital and social games are about finding hidden places, secret treasures and unusual artifacts. Dollar Tree attracts people with the premise that everything will be only $1 --but itâ ™s the act of exploring that is fun for many people. Could your company give your customers the thrill of exploration? Better yet, could you let people use social media to spread the word of their discoveries? 3) Cold Stone Creamery In games like World of Warcraft, many people enjoy â œcraftingâ • their own products. Creativity is fun--even when it comes from a

well-worn process. Combine it with the pleasure of eating great ice cream, and youâ ™ll understand part of what makes Cold Stone Creamery interesting. Beyond Cold Stone Creamery, other companies as diverse as Brighton (jewelry and accessories) and Build-a-Bear Workshop (stuffed bears) are tapping into the desire for personal, automated crafting to turn shopping and dining into an experience. How can you allow your customers to craft? 4) Upromise Upromise has turned saving money for college into a game--itâ ™s about discovering the products and companies that allow you to earn extra cash to invest in your kidsâ ™ education. Itâ ™s also a social game: you enroll your family, and make college savings a team effort. What makes it work is the continuous sense of progress. How can you give customers a sense that theyâ ™re always achieving something? 5) Nike Nike has gone beyond being a footwear company--theyâ ™re about providing a complete experience thatâ ™s about running and fashion. Using social technology like Nike+, an application that letâ ™s you record your runs and share them with others around the world, Nike promotes a sense of community with their brand. Likewise, Nike.ID allows customers to design their own look, and share them with others. By integrating multiple elements of competition, discovery and personalization into their products, itâ ™s as if youâ ™re playing the World of Nike game. How could you create an immersive experience for your customers? 6) Groupon For many people, collecting coupons is more than a way to save money--itâ ™s about discovery and reward. Groupon has taken it to the next level by making it a social experience as well: when you find an activity you like, you can save a few dollars while also uncovering an activity that you and your friends can enjoy together. How can you market your business better by turning a solitary experience into a social activity? 7) MeYouHealth Successful games feature many small rewards to keep you focused and engaged. One of the largest areas where this could have a huge and positive effect on society is our health--but letâ ™s face it: healthcare is rarely fun. MeYouHealth, a subsidiary of Healthways, is creating games and applications that get people to think about well-being by focusing on the small steps you can take to improve your life. How can you give your customers a pathway to success, one small (but rewarding) step at a time? 8) St. Augustine Pirate & Treasure Museum Almost every game is about learning: figuring out a strategy, improving a skill, or gaining an understanding of a set of rules; yet attempts at integrating learning with games have often yielded less-than-engaging results. However, when learning is made fun by crafting an experience enriched by story and discovery, the results can be spectacular. A great example of this is the St. Augustine Pirate & Treasure Museum, which has turned learning about pirates into a fully immersive adventure. Rather than have your customers look at a world, how can you have them customers experience it?

Book Information

Customer Reviews

Love:I Loved the Virality Chapter... it explains so methodically why Facebook Games work, and how to measure and improve Virality.I Enjoyed the ideas of Life/Work as a Game.I Liked the Game Design topics as well (even though I'm not a designer), as it applies contextually to "business/system design" of which I am both.Want:More references and illustrations to research would have been helpful (with URLs on the pages, so I can get PDFs/etc.).More pictures of the games mentioned (in color would have been nice too!). (use as examples).Details:When I started the book, I was a little taken aback by the "read this book as a game" idea... but as I played my way through the chapters, I realized that I was thinking constantly about my "knowledge score". I started making little +1 marks near anything I learned I didn't know before. My total score is +134. How many books can you read where you can actually say you learned 134 new things, that you can use in your everyday life? The heaviest chapter for me was the one on Virality. +48 from that chapter alone.I wholeheartedly recommend this book to anyone who is interested in: Business, Society, Games, Game Marketing, Marketing, Game Design, or even has a passing interest in Facebook and/or Virality.

You might have noticed that there is a button next to these reviews where you can vote as to whether the review is helpful or not. Your vote becomes part of the logarithm that determines the reviewers 'ranking' on - I'm currently ranked 94,597, hence the title of this review.I draw your attention to this detail for two reasons. First, so you'll take the time to click the "Helpful" button when

you finish reading this, and secondly because this is what Game On is all about. How many 'friends' do you have on Facebook, followers on Twitter, contacts on LinkedIn? Did you get a 'like' on your recent blog post, or a little prompt last time you logged into some on-line app telling you that your profile was 75% complete and promising you riches beyond belief if you completed it?Gaming has penetrated the entire social media world, and most of the time we don't even notice that it's there. Competition, cooperation, rewards and quests are common place, and if you want to understand how these principles of gaming are being applied, then Game On is one of the best places to start. If, like me, you're working on applying some of these ideas in developing your own social media application, then this is a more than useful reference work.There is a good mix of practical experience and solid theory behind this easy to read book. The take home message for me in this book is that 'gaming' is not something just for teenagers welded to their computer screen playing shoot them ups or whatever. Gaming is mainstream social media practice, something that you are involved in every time you enter social media space, and if you want to get your head around how it all comes together, buy this book.And now - with the power of your mouse and in the spirit of Game On - you can move me up or down from position 94,597 by choosing to click the 'Yes" next to the question "Was this review helpful?".

This book is a good guide to get check list or hints on how to build game system design.I think the technical editor of the book, Ethan Kidhardt may have plentiful experience to build up the framework of the systematic game design.Nowadays game productions have to be managed/produced with the system or pattern to control/promote the emotional flow, like that the older entertainment productions, movies or TV show series, does.Unfortunately each section of this book just suggests the idea, not to deal something to practical level.It would be great if this book presented a big flow to build up an example game producing project.But it's very rare to meet the book on game system itself like this.

Game On is the rare hybrid book that tries to speak to multiple audiences and actually succeeds. Radoff calls out his audiences right up front, and provides signposts along the way to guide businesspeople, game designers, and game fans. Like the best business books, Game On provides practical advice -- in this case on how to use the structure of games to communicate better with customers and make better products. Like the best game design books, Game On provides analysis on what works in a game and provides a plethora of example games and game mechanics. And like the best nonfiction, the book weaves together research, personal stories, tips learned through the

author's experience. It's nice that all that is packed in one book, rather than three.

This is a great book for those going into Business, Game Design, Game Programming, or those Gamers who really want to take a little dip into what goes into making a game and a game company.All Game or Business classes should require this book.

The introduction explains how to read the book, allowing the reader to take a 12-question test to determine their type ("artisan;" "impresario," or "otaku," or combination of any two) and then goes on to proscribe a path for each in reading through the book. Each chapter ends with suggestions for each of the types as to which chapters to read next. While there has been much written in recent years on game theory and how to apply it to your business, this is perhaps one of the most fun books to come along and bridge the gap between "gamers" and business people, with both theory and practical tools. The glossary is extensive and provides references and web addresses to every kind of business engaged in game and social media design. Loaded with illustrations and photo examples, the author is as comfortable describing design of World of Warcraft, League of Legends and other games as he is devoting chapters to understanding social game business models and viral marketing

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