

Table of Contents

FOREWORD BY TOM GRANT (FORRESTER).....	10
PREFACE.....	12
1. PRELUDE: PLAYING THE GAMIFICATION GAME	13
2. GAMIFICATION AS MOTIVATIONAL DESIGN.....	21
SERIOUS GAMES FOR BUSINESS	25
TROUGH OF DISILLUSIONMENT	28
GAMIFICATION GROWS UP.....	30
3. SERIOUS GAMES, A LITTLE HISTORY.....	45
THE GORDIAN KNOT	52
DISPELLING MYTHS OF SERIOUS GAMES.....	59
INNOV8 INNOVATES BPM	64
BEWARE OF CHOCOLATE-COVERED BROCCOLI	70
LESS IS MORE: 2D/2.5D VS 3D, EXAMPLES FROM ENTERTAINMENT TITLES.....	74
<i>Civilization Series</i>	76
<i>Starcraft Series</i>	77
<i>SimCity Series</i>	79
<i>CityVille</i>	81
INNOV8 2.0 FOR BUSINESS.....	82
CITYONE.....	85
4. WHAT THE WORLD HAS ACHIEVED.....	89
COLLECTIVE INTELLIGENCE & OPEN INNOVATION	90
NOT JUST TETRIS ANYMORE.....	93
EDUCATION.....	95

HEALTHCARE	107
WORKFORCE	113
DEFENSE	121
RETAIL	123
HOSPITALITY.....	125
INSURANCE	128
GAMES FOR CHANGE.....	130
5. THE FUTURE OF BUSINESS GAMES.....	135
THE LANGUAGE OF BUSINESS DESIGN	139
HEAD IN THE CLOUDS	143
SYSTEMS THINKING GAMES: LOGISTICS COLLABORATION, REINVENTED	145
BUSINESS PROCESS MANAGEMENT AND THE NEW BUSINESS MOSAIC	151
GOVERNMENT, REINVENTED.....	158
BIOFEEDBACK.....	161
ETHICS AND GAME DESIGNERS	162
6. GETTING THERE: THE FIVE-STEP RULE.....	165
<i>Step 1: Determine what are the measurements that will prove that your game was worth the investment.</i>	<i>168</i>
<i>Step 2: What are you trying to teach/convey?</i>	<i>170</i>
<i>Step 3: Which are the right kinds of puzzles or experiences that match what you are trying to convey?</i>	<i>171</i>
<i>Step 4: Based on the puzzles and experiences, what is the right game genre to embrace for your game?</i>	<i>172</i>
<i>Step 5: Knowing the genre, maintenance requirements and the audience, what is the right platform for your game?</i>	<i>173</i>
CHOOSING A STUDIO	175

<i>Do they get GAMES?</i>	177
<i>Do they get SERIOUS GAMES?</i>	178
<i>Proximity?</i>	178
<i>Game Genre?</i>	178
LET THE SERIOUS GAMES BEGIN	179
INDEX	181
REFERENCES AND RECOMMENDED READING	184
GAMIFICATION BOOKS.....	184
RELATED REFERENCES	192
ABOUT THE AUTHORS	197