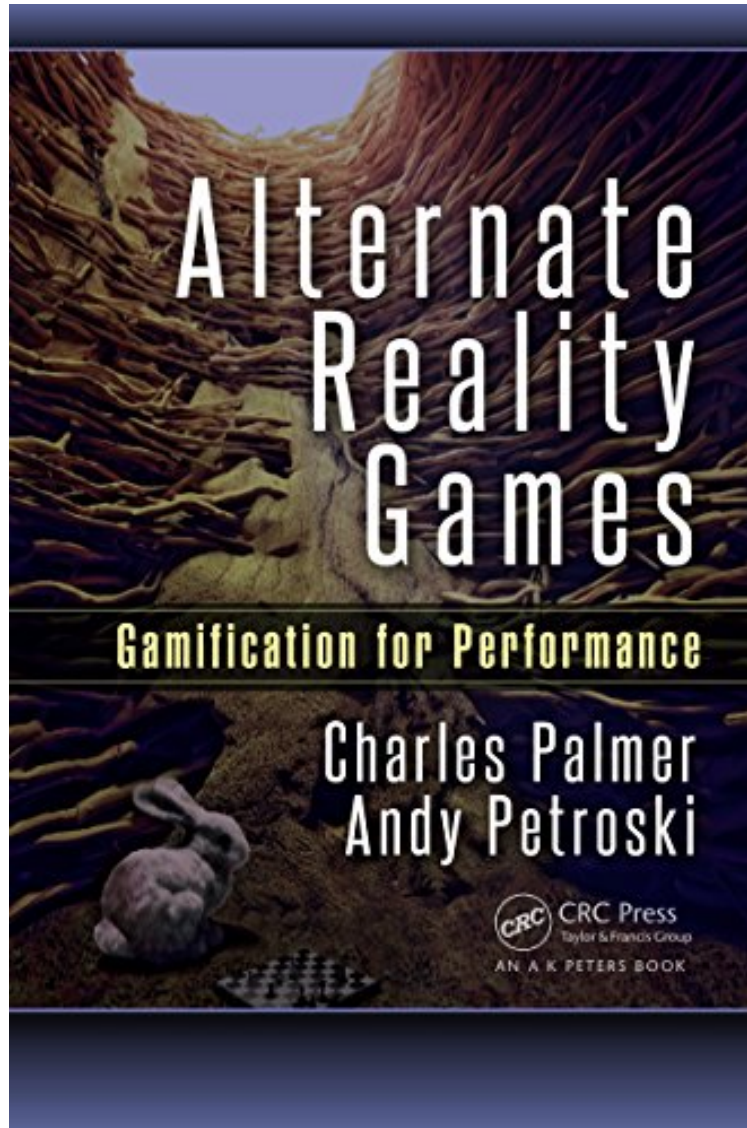


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Alternate Reality Games: Gamification for Performance

Charles Palmer, Andy Petroski

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Charles Palmer, Andy Petroski : Alternate Reality Games: Gamification for Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Alternate Reality Games: Gamification for Performance:

0 of 0 people found the following review helpful. A Must Read For More Than Gamification EnthusiastsBy JJP-Baltimore, MDThis book shed needed light on an arena I had heard about but not truly grasped. In addition to providing tangible Gamification concepts for training, promotion, and countless other applications it, in a broader sense, challenges the reader to become creative and think outside the box, a cornerstone for advancement and success.0 of 1 people found the following review helpful. A pragmatic approachBy CustomerARGs are frequently

thought of as expensive productions meant for fun and not really for training. This book is a quick read with an abundance of resources for enriching your pragmatic training and performance development processes. It includes details such as "beat sheets" that are so frequently omitted in discussions. This multi-media approach truly utilized multiple media for the experience as is appropriate. *Alternate Reality Games: Gamification for Performance* will definitely be at my side as I address my development. *Alternate Reality Games: Gamification for Performance* of 1 people found the following review helpful. Great introduction for those new to the topic that could change the world. By Katie Vee The concept of having students and employees fully participate and enjoy learning in a different way is such a great idea. I have long felt that teaching children, especially, needs to be transformed. What a difference this could make in the lives of students. It could peak their interest in a variety of subjects, then to carry it into the workplace - it could change the world.[...]

While formal training and communication are a foundational approach to developing employees in the workplace, alternate reality games (ARGs) provide a framework for increased and sustained engagement within business organizations. ARGs are transmedia experiences designed to generate engagement and immersive learning beyond what is achieved in formal and conventional training and communication approaches. *Alternate Reality Games: Gamification for Performance* leads you through the fundamentals of ARGs. It includes a discussion of what is and is not an ARG, citing examples and identifying business challenges that can be addressed through ARGs. It presents case studies that illustrate the variety of forms that ARGs take and the issues to which they can be applied, such as improving performance and critical communication situations. It also gives guidelines for creating your own ARGs, reviewing the process and technological tools and considerations relevant to their creation. Presenting a thorough examination of the beneficial roles ARGs can play in the business environment as well as methods for creating effective ARGs, *Alternate Reality Games: Gamification for Performance* is an ideal reference for those approaching or considering ARGs for the first time as well as the training professional or professional game designer. It presents a comprehensive overview of the advantages of applying ARGs to the workplace as well as methods for designing and using them.

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