## CONTENTS

Acknowledgments vii

Go Deeper with the *Gamification Revolution* App ix

Introduction xi

Gamify Your Read xviii

## PARTI

#### **GAMIFICATION AS WINNING STRATEGY**

[1.] The Revolution Will Be Gamified 3

[2.] Gamification as Winning Corporate Strategy 25

[3.] Gamifying the Strategic Process 45

## PART II

### ENGAGING YOUR TEAM AND DRIVING RESULTS

[4.] Supercharging Staff Performance 65

[5.] Igniting Employee Innovation 83

- [6.] Reimagining Recruitment, Training, and Development 103
  - [7.] Propelling Personnel to Health and Wellness 127

# PART III

# CONNECTING, ENGAGING, AND LEVERAGING YOUR CUSTOMER BASE

[8.] Cutting Through the Consumer Noise 149

[9.] Sustaining Long-Term Customer Engagement 173

[10.] Innovating with Crowdsourcing 195

[11.] In Conclusion 215

Answer Key to Gamify Your Read 222 Index 227