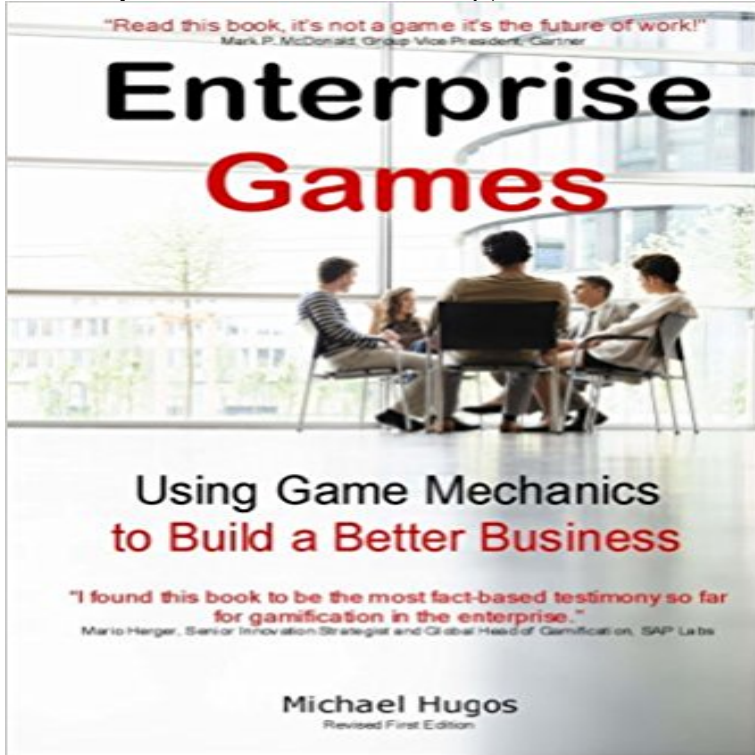


Enterprise Games: Using Game Mechanics to Build a Better Business



For the last 100 years the assembly line and its accompanying management bureaucracy has been the dominant model for organizing work. But now high rates of change and the unpredictable nature of our real-time global economy calls for something more flexible and responsive. Games offer field-tested methods and models for people to organize and focus their actions and continuously learn and succeed in fast-paced and unpredictable environments. See pragmatic examples of how to use game mechanics to improve business operations from sales to supply chain management. Get ideas you can use in your own company. Its not a game, its the future of work!

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