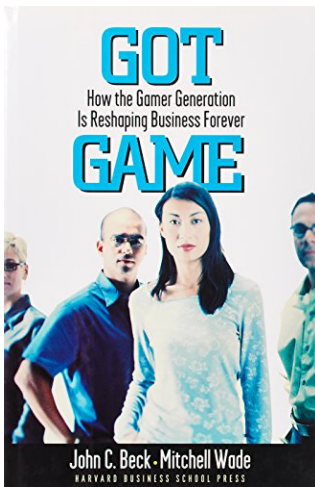


[PDF] Got Game: How The Gamer Generation Is Reshaping Business Forever

John C. Beck, Mitchell Wade - pdf download free book



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Description:

From Publishers Weekly Those who are looking for a contrarian view of video games will find it in these pages. While many parents fret about their children's minds turning to goo as they squander hour after hour absorbed in electronic diversion, the authors argue that gamers glean valuable knowledge from their pastime and that they're poised to use that knowledge to transform the workplace. Beck (*The Attention Economy: Understanding the New Currency of Business*) and Mitchell (*DoCoMo—*

Japan's Wireless Tsunami: How One Mobile Telecom Created a New Market and Became a Global Force) base their claims on an exclusive survey of approximately 2000 business professionals. That survey, say the authors, provides the first data showing a direct, statistically verifiable link between digital games and professional behavior in the workplace. The authors express their analysis in clean, crisp prose devoid of jargon, making it accessible for non-gamers, especially non-gamers who are managers. "Gamers believe that winning matters," Beck and Wade contend, and gamers also place "a high value on competence—wanting to be an expert in the first place"—all of which makes the video game generation, estimated by the authors to be some 90 million strong, an influential force in the work place. The book touches on a handful of other ways in which gamers differ from non-gamers and provides suggestions on how employers can take advantage of their unique values and skills. Some readers may find themselves grinding their teeth at many of the authors' upbeat conclusions about the benefits video game players will bring to the business world, but most will find the pair's findings fascinating and provocative.

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Review "Got Game deserves credit for drawing attention to an issue...in 200 bright and breezy pages." -- *The Financial Times*, 21 October, 2004

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Got Game. John C. Beck, Mitchell Wade, J Got Game. —Close. Donate this book to the Internet Archive library. —Close. Hooray! This edition was published in October 2004 by Harvard Business School Press. First Sentence. "WE'VE SAID THERE IS a generation gap—a real cultural difference—between gamers and baby boomers." Classifications. Library of Congress. X, 202 pages : 25 cm. The Biggest Factor Shaping the future of business is small enough to fit in a teenager's hand. That factor is video games - and though most of us dismiss gaming as a waste of time, more than ninety million people are ready to prove us wrong. Got Game reveals the profound impact that the "gamer generation" (already bigger than the baby boom) will have on the future of business. Includes bibliographical references and index. Introduction: Planet of the Rotting Minds? How Video Games Forged the Next Baby Boom -- Space Invader: How Games Became So Important Without the Re Got Game reveals the profound impact that the "gamer generation" (already bigger than the baby boom) will have on the future of business. The Biggest Factor Shaping the future of business is small enough to fit in a teenager's hand. That factor is video games - and though most of us dismiss gaming as a waste of time, more than ninety million people are ready to prove us wrong. Got Game reveals the profound impact that the "gamer generation" (already bigger than the baby boom) will have on the future of business. If the book Got Game: How the Gamer Generation is Reshaping Business Forever is correct, the "gamer generation" will make very different kinds of employees and managers. Is that a bad thing? They are loners, after all. Right? That can't be a good thing. And don't talk to me about the work ethic of twenty-somethings. Actually, say authors John C. Beck and Mitchell Wade, gamers will make great workers and great employees. They know how to work in teams, are creative problem solvers, and believe that nothing is impossible. But managers need to know what makes this new generation tick in order to