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Changing the Game: How Video Games Are
Transforming the ...

About the Author. David Edery is the Worldwide Games
Portfolio Manager for Microsoft's Xbox Live Arcade and
also a research affiliate of the MIT Comparative Media
Studies Program.

Changing the Game: How Video Games Are
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(Video) games people play at work Video games are so
commonplace that you probably don't see them as a
launching pad to the next frontier of innovation, but David
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Pearson - Changing the Game: How Video Games Are
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In Changing the Game, top Microsoft Xbox executive
David Edery and MIT videogame researcher Ethan
Mollick explains how businesses can leverage games'
interactivity to build far deeper relationships with a new
generation of customers and employees. The authors begin
by reviewing the increasingly effective use of
videogaming in training. Next, they survey the growing
use of games in state-of-the-

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Changing the Game : How Video Games Are
Transforming the Future of Business by Ethan Mollick;
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Changing the Game - MustReadSummaries.com

The must-read summary of David Edery and Ethan

Mollick's book: "Changing the Game: How Video Games Are Transforming the Future of Business". This complete summary of the ideas from David Edery and Ethan Mollick's book "Changing the Game" shows how the video game sector has become an enormous business and is about to enter yet another phase of growth as companies begin to use games to

[Amazon.com: Changing the Game: How Video Games Are ...](#)

Video games are so commonplace that you probably don't see them as a launching pad to the next frontier of innovation, but David Edery and Ethan Mollick will make you think twice about that. They present an eloquent, persuasive case for the enormous potential that video games have to transform business. The authors illustrate the way that a growing number of organizations are utilizing virtual

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Hoping to get some further insights into this story, I reached out to David Edery and Ethan Mollick, the authors of a newly released book, Changing the Game: How Video Games Are Transforming the Future of Business. Both Edery and Mollick are alums of MIT's Sloan School of Management; Edery was involved with us while still a graduate student, was briefly on our staff, and has continued to be an

[Changing The Game: How Video Games Are Transforming The ...](#)

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Use Video Games to Drive Innovation, Customer Engagement, Productivity, and Profit! Companies of all shapes and sizes have begun to use games to revolutionize the way they interact with customers and employees, becoming more competitive and more profitable as a result. Microsoft has used games to

[Changing the Game \(Audiobook\) by David Edery,](#)

Ethan ...

Mollick & Edery have done the unthinkable -- they have written a cutting edge technical business review and made it both enjoyable and comprehensible for both the business professional, and interested layperson. "Changing the Game" first brought me up to date on gaming technology and culture, and then allowed me a full understanding of its wide ranging benefits and applications in marketing

Changing the game : how video games are transforming the ...

A SKIMMER'S GUIDE - Changing the Game Edery, David. (2008) Changing the game : how video games are transforming the future of business