

**EURAM 2023 Best Book Awards Finalist**

# Henning Breuer, John Bessant and Sune Gudiksen

## **GAMIFICATION FOR INNOVATORS AND ENTREPRENEURS**

### Using Games to Drive Innovation and Facilitate Learning

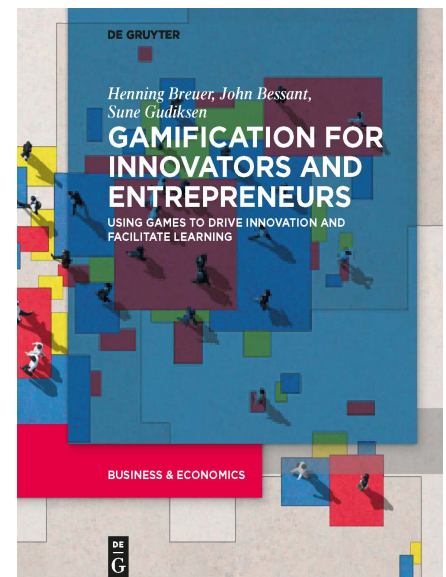
*Gamification for Innovators and Entrepreneurs* is about an exciting, still emerging superpower. One that empowers you to use, repurpose and create games that will help solve the great societal and organisational challenges that companies, startups and nonprofits are facing today – games that are explicitly designed and can be iteratively improved to engage stakeholders, facilitate experimentation and actually drive innovation.

What makes gamification a superpower is its capacity to adopt, repurpose and combine powerful methods and techniques from diverse disciplines and traditions into a new, action-oriented and engaging framework. Each game world spans a safe, playful and undirected space, where small groups are free to experiment in innovative and inclusive forms of collaboration.

*Gamification for Innovators and Entrepreneurs* builds on insights and knowledge from over 150 leading experts in the field. It provides a rich collection of materials for innovators, entrepreneurs and game designers that allows you to dive deep into innovation and entrepreneurship, into games and gamification. More than 70 games already in use by innovators, entrepreneurs and professional trainers are included that can be customized to suit your needs.

Educational materials equip teachers, trainers and game facilitators with additional means to facilitate and teach gamification to tackle grand business challenges giving the confidence and the means to tackle great business challenges.

- ▶ Draws on several collaborative research projects involving partners such as Lego, Deutsche Telekom, BMW, 3M, Danske Bank, and Nokia Systems.
- ▶ Extensive experience of the authors in the facilitation of games and their role as an enabler of learning.



214 pages, 40+ colour figures

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**Of interest to:**

People facilitating, teaching and coaching innovation.

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