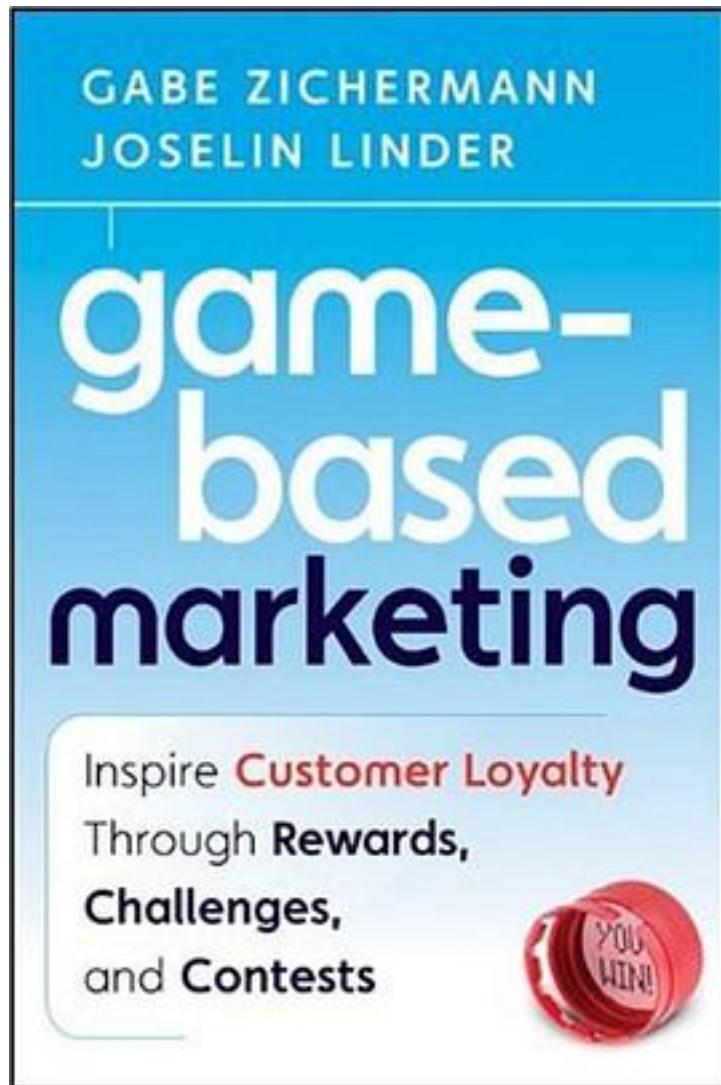


Game-Based Marketing



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著者:Gabe Zichermann

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Advertising is dead. You may not realize it, but you and everyone you know engages, possibly unsuspectingly, in some form of a game multitasking as an ingenious marketing device. "Game-Based Marketing" illustrates the pervasiveness of games today in business marketing, and how to better use them to create an engaged and loyal customer base. "Game-Based Marketing" will: Explain the growing phenomenon of game-based marketing and how it works Show marketers how to develop games to incorporate into their marketing strategy Share fascinating examples of marketing games already in play including Jigsaw.com; Chase Picks Up The Tab; the iconic McDonald's Monopoly Game that reportedly generates nearly one-hundred million dollars in incremental revenue per year; and United Airlines Mileage Plus where team pint competitions and real-world scavenger hunts for miles accrue millions annually. Provocative and instructive, "Game-Based Marketing"'s message is clear: Use the tools in this book to put games in your marketing mix now... or you'll be out of the game altogether.

作者介绍:

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书评

What if everything we did was a little more fun? Ever since Foursquare burst onto the scene with its clever badges and simplified “mayoral” achievements, people have been going gaga for game mechanics (and Gaga videos, circumstantially). Its competitors ...

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