The Gamification Revolution How Leaders Leverage Game Mechanics To Crush Competition Gabe Zichermann

The Stoned Family RobinsonHandbook of Research on Solving Modern Healthcare Challenges With GamificationTotal EngagementBecoming the BossRethinking education in the age of technologyOrganizational EthicsGame-Based MarketingPredictive Innovation: Core SkillsRobert E. Lee on LeadershipChange Management HandbookGamification by DesignDigital DisciplinesPress StartThe Gamification of WorkGamifyWomen as Global LeadersLoyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and GamificationIdeas Are FreeThe Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the CompetitionVaporizedFinTech InnovationThe Gamification of Learning and Instruction FieldbookThe Interface EnvelopeThe Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the CompetitionThe Improv MindsetMastering BlockchainThe Gamer's BrainThe Family GeneBy Invitation OnlyThe Kindness RevolutionPlay to LearnDigital HumanFrom Smart to WiseDigital LeadershipExam Prep Flash Cards for The Gamification Revolution: How Cracking the Leadership CodeActionable GamificationThe Adaptation AdvantageGame On!Big Data

The Stoned Family Robinson

Provides information on creating Web and mobile applications based on the principles of game mechanics.

Handbook of Research on Solving Modern Healthcare Challenges With Gamification

Become the effective, proactive leader you aspire to be with this practical tool kit for leading people and organizations Bens Yes, you can learn the skills to effectively lead people, organizations, and employees. With the right motivation and knowledge, you can be a leader who knows what it takes to succeed. Throughout his extensive experience in training leaders, author Alain Hunkins discovered that many leaders shared a common trait. They were mainly focused on what they were doing but not so focused on how they were doing it, especially when it came to working with other people. By strengthening their leadership capabilities, they could become trusted leaders within their organization, improve employee communications, and build bridges across hierarchies. Cracking the Leadership Code shares the valuable principles and practices that Hunkins developed and refined during the 20+ years he's worked with leaders. When you crack the code, you'll have a new operating model for organizational leadership that will help your teams thrive in a 21st century economy. Discover the brain science behind leading people Get inspired by real life leadership stories Use a practical leadership tool kit to become a better leader Learn how to communicate, influence, and persuade others, more effectively than ever before With this book

as a resource, you'll have a new perspective, a new framework, and new tools at your disposal, readily available to guide your leadership. You'll learn to establish proactive, leader-follower relationships. To do this, you'll use the interconnected elements of Connection, Communication, and Collaboration. When you learn from the author's insightful experiences working with organizations around the world, you can accelerate your leadership development and become the leader you've always aspired to be.

Total Engagement

"For many days we had been tempest-tossed - and our stash was soaked. Six times had the darkness closed over a gnarly scene, and returning light as often brought a renewed jones while the storm raged on and after seven days all hope was lost of finding that magical island to grow our free-range weed unnoticed by narcs." Forget the classic you knew as a child; you've never seen the Robinsons have so much fun being shipwrecked - until now. In this "highlarious" update of the beloved family adventure, you can smoke up with the whole Robinson family while they are shipwrecked on an uncharted tropical island. From constructing a home made entirely of weed and sampling the millions of strains of pot they find on the island to trying to make a bong out of a coconut, this book will leave you jonesing for more!

Becoming the Boss

Digital is far-reaching and ubiquitous - everything you know is about to change. We are living in the fourth age of humanity. First, we became human. Then we became civilized. The third age saw the creation of commerce. Now, we are becoming digital. Technology has changed the way we communicate, trade, and transact, with repercussions extending far beyond our personal spheres. Digital Human is a visionary roadmap for the future, a timely guide on how to navigate the world of finance as we create the next generation of humanity. It explores the digital evolution's impact and offers clear insights on thriving in this new era. Human and business relationships are evolving, and existing businesses must undergo substantial transformative changes to compete with the smaller, "lighter," and more agile companies that are able to quickly maneuver to match shifting consumer demands. A lack of online presence has become unthinkable, as consumer preferences continue to trend heavily toward online business and transactions—is your company equipped to thrive in this new era? While there is no definitive guide to this new reality, this insightful resource provides the starting point and roadmap to digital success in the financial services arena, covering aspects such as: Digital is not merely a "bolting on" of technology to produce results faster and cheaper, but a complete rethinking of common business practices and notions of efficiency and customer engagement Rethinking business starts with the customer - new business models are constructed entirely around this single, guiding principle A digital business model is all about connectivity, with front-office apps tied in to both back-office analytics and marketplaces with many players and segments Businesses must open their operations to this

marketplace of players through APIs, necessitating a conversion of many core systems Central business and technology systems must change to adapt to new market entrants and new technologies that range from AI for back-office analytics to Distributed Ledger Technology (DLT) for global operations Leaders must rethink their businesses to be fit for the future digital age, and this comprehensive resource shines a spotlight on the key elements to this transformation.

Rethinking education in the age of technology

In The Interface Envelope, James Ash develops a series of concepts to understand how digital interfaces work to shape the spatial and temporal perception of players. Drawing upon examples from videogame design and work from post-phenomenology, speculative realism, new materialism and media theory, Ash argues that interfaces create envelopes, or localised foldings of space time, around which bodily and perceptual capacities are organised for the explicit production of economic profit. Modifying and developing Bernard Stiegler's account of psychopower and Warren Neidich's account of neuropower, Ash argues the aim of interface designers and publishers is the production of envelope power. Envelope power refers to the ways that interfaces in games are designed to increase users perceptual and habitual capacities to sense difference. Examining a range of examples from specific videogames, Ash identities a series of logics that are key to producing envelope power and shows how these logics have intensified over the last thirty years. In turn, Ash suggests that the logics of interface envelopes in videogames are spreading to other types of interface. In doing so life becomes enveloped as the environments people inhabit becoming increasingly loaded with digital interfaces. Rather than simply negative, Ash develops a series of responses to the potential problematics of interface envelopes and envelope power and emphasizes their pharmacological nature.

Organizational Ethics

The digital revolution has hit education, with more and more classrooms plugged into the whole wired world. But are schools making the most of new technologies? Are they tapping into the learning potential of today's Firefox/Facebook/cell phone generation? Have schools fallen through the crack of the digital divide? In Rethinking Education in the Age of Technology, Allan Collins and Richard Halverson argue that the knowledge revolution has transformed our jobs, our homes, our lives, and therefore must also transform our schools. Much like after the school-reform movement of the industrial revolution, our society is again poised at the edge of radical change. To keep pace with a globalized technological culture, we must rethink how we educate the next generation or America will be "left behind." This groundbreaking book offers a vision for the future of American education that goes well beyond the walls of the classroom to include online social networks, distance learning with "anytime, anywhere" access, digital home schooling models, video-game learning environments, and more.

Game-Based Marketing

Looking for new ideas? Need your teams to perform at a higher level? Want a healthy corporate culture? Follow along with these two dynamic authors as they take you through The Improv Mindset, one of the most engaging and powerful methods to getting individuals, teams, and organizations to step up, engage, and solve problems. Steeped in the world of improv comedy, this no-nonsense guide provides a window into the neuroscience behind creativity and new ways of thinking. Filled with exercises and activities, you'll be able immediately apply the lessons in this book.

Predictive Innovation: Core Skills

Organizations are facing an engagement crisis. Regardless if they are customers, employees, patients, students, citizens, stakeholders, organizations struggle to meaningfully engage their key constituent groups who have a precious and limited resource: their time. Not surprisingly, these stakeholders have developed deflector shields to protect themselves. Only a privileged few organizations are allowed to penetrate the shield, and even less will meaningfully engage. To penetrate the shield, and engage the audience, organizations need an edge. Gamification has emerged as a way to gain that edge and organizations are beginning to see it as a key tool in their digital engagement strategy. While gamification has tremendous potential to break through, most companies will get it wrong. Gartner predicts that by 2014, 80% of current gamified applications will fail to meet business objectives primarily due to poor design. As a trend, gamification is at the peak of the hype cycle; it has been oversold and it is broadly misunderstood. We are heading for the inevitable fall. Too many organizations have been led to believe that gamification is a magic elixir for indoctrinating the masses and manipulating them to do their bidding. These organizations are mistaking people for puppets, and these transparently cynical efforts are doomed to fail. This book goes beyond the hype and focuses on the 20% that are getting it right. We have spoken to hundreds of leaders in organizations around the world about their gamification strategies and we have seen some spectacular successes. The book examines some of these successes and identifies the common characteristics of these initiatives to define the solution space for success. It is a guide written for leaders of gamification initiatives to help them avoid the pitfalls and employ the best practices, to ensure they join the 20% that gets it right. Gamify shows gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives. It can be used to motivate people to change behaviors, develop skills, and drive innovation. The sweet spot for gamification objectives is the space where the business objectives and player objectives are aligned. Like two sides of the same coin, player and business goals may outwardly appear different, but they are often the same thing, expressed different ways. The key to gamification success is to engage people on an emotional level and motivating them to achieve their goals.

Robert E. Lee on Leadership

Lead for efficacy in these disruptive times! Cultivating a school culture focused on the achievement of students while anticipating change is imperative, but it's tough to keep up with varying leadership demands when it seems like society and technology are constantly changing as well! Moving beyond the skills and tools introduced in the first edition, this revamped second edition features: New organization emphasizing the interconnectivity of the Pillars of Digital Leadership Innovative strategies and leadership practices that enhance school culture and drive learning improvement Updated vignettes from digital leaders who have successfully implemented the included strategies New online resources, informative graphics, and end of chapter guiding questions

Change Management Handbook

Robert E. Lee was a leader for the ages. The man heralded by Winston Churchill as "one of the noblest Americans who ever lived" inspired an out-manned, out-gunned army to achieve greatness on the battlefield. He was a brilliant strategist and a man of unyielding courage who, in the face of insurmountable odds, nearly changed forever the course of history. "A masterpiece—the best work of its kind I have ever read. Crocker's Lee is a Lee for all leaders to study; and to work, quite deliberately, to emulate." — Major General Josiah Bunting III, superintendent of the Virginia Military Institute In this remarkable book, you'll learn the keys to Lee's greatness as a man and a leader. You'll find a general whose standards for personal excellence was second to none, whose leadership was founded on the highest moral principles, and whose character was made of steel. You'll see how he remade a rag-tag bunch of men into one of the most impressive fighting forces history has ever known. You'll also discover other sides of Lee—the businessman who inherited the debt-ridden Arlington plantation and streamlined its operations, the teacher who took a backwater college and made it into a prestigious university, and the motivator who inspired those he led to achieve more than they ever dreamed possible. Each chapter concludes with the extraordinary lessons learned, which can be applied not only to your professional life, but also to your private life as well. Today's business world requires leaders of uncommon excellence who can overcome the cold brutality of constant change. Robert E. Lee was such a leader. He triumphed over challenges people in business face every day. Guided by his magnificent example, so can you.

Gamification by Design

On a warm September night in 2002, former acquaintances Alexis Maybank and Alexandra Wilkis reconnected at a mixer for new students at Harvard Business School. Alexis had just ended a four-year run at eBay during the dotcom boom and bust. Alexandra had just spent three years as an investment banker at Merrill Lynch. Now they were entering the country's

top training ground for future titans of Wall Street and the Fortune 500. Little did either suspect that five years later, they'd become famous not in finance or consulting or corporate management, but at the bleeding-edge intersection of fashion and technology. Gilt Groupe – launched by Alexis, Alexandra, and three colleagues in 2007 – is one of the most fascinating startups of recent years, with a valuation of more than $1 billion. And it all began with one bold idea: to bring sample sales online and change the way millions shop. As Alexis and Alexandra write about the day Gilt.com went live: "We had created a website that could potentially change the rules of retail, for both shoppers and brands. If shopping was traditionally a slow, leisurely activity that might consume an entire day, it would now be competitive, addictive, urgent, thrilling—a rush delivered at the same time each day. Shopping would become not just easier, but so much fun." But turning that vision into reality wasn't easy. Designers had long controlled their own sample sales by staging them in anonymous, makeshift locations and strictly limiting invitations. Those lucky enough to hear about a Marc Jacobs or Hermès sample sale would drop everything and run for dramatic, fleeting bargains. Why should elite brands support a new startup trying to replicate the experience online? And even if brands like Valentino, Christian Louboutin, and Zac Posen got on board, would shoppers embrace such a website? Would the kind of people who love high-end fashion really visit a new online sale each day? Was "accessible luxury" a breakthrough idea or an absurd oxymoron? Alexis and Alexandra share their perspective in this dramatic story of Gilt's birth, rise, and evolution. They show how they juggled the conflicting needs of their suppliers, engineers, marketers, and potential investors. They explain how they blended their individual strengths and weaknesses and managed their rapidly growing team. They cover the growing pains of expanding into new categories like housewares, travel, and menswear. And they take us through the darkest moments of the recession when Gilt might easily have died. As you'll learn from the true story of Gilt, anything is possible for those with the creativity to recognize a new opportunity and the perseverance to make it real.

Digital Disciplines

Press Start

Predictive Innovation(r) is a revolutionary approach to innovation. It's a structured way of thinking that allows you to see what customers will want, in advance, and how to most profitably make it using readily available resources. It's proven by 25 years of scientific research and experience with the most innovative people and companies in the world. Stemming from work first applied at Apple Computer and now used at Samsung, Predictive Innovation(r) has been shown to increase profits by as much as 95 times traditional methods and cut risk in half. Core Skills is the first book in the series. It's an information packed practical how-to manual that doesn't ignore important theory. It gives you the foundation needed to start using Predictive Innovation(r) in business and your personal life. No fluff, it's serious science written in clear & easy to read

language so it's accessible to everyone including non-native English speakers. Each of the 23 chapters covers a powerful tool that you could build a career on. Step-by-step instructions guide you through applying powerful skills. Every time you read it you will learn something new. It contains: - 125 photos and graphics - over 100 examples on a wide range of topics - 7 challenging exercises Whether you are a product manager, C-level executive, engineer, entrepreneur, student, teacher, or curious thinker, Predictive Innovation(r): Core Skills will fascinate you with a new way of looking at the wor

The Gamification of Work

Learn the secret to using big data and gamification to motivate, engage, and engender true loyalty among your customers, employees, and partners As our lives move online and nearly everything we do is being mediated by technology, all of our activity is generating reams of data – we are all "walking data generators." Loyalty 3.0 reveals how to combine this "big data" with the latest understanding of human motivation to power gamification - the data-driven motivational techniques used by game designers to stimulate engagement, participation, and activity. With this potent combination, businesses now have a powerful engine for creating true loyalty among their customers, employees, and partners, and for generating a sustainable competitive advantage in their markets. Loyalty 3.0 is a book that will redefine how you think about loyalty, and will open your eyes to the power of data to engage and motivate anyone, anywhere. Rajat Paharia created the gamification industry in 2007 as the founder and Chief Product Officer at Bunchball, which has been recognized as an industry leader and innovator by Fast Company, TechCrunch, MSNBC, Forbes, and many others. Prior to Bunchball, Rajat worked at the intersection of technology, design, and user experience at world-renowned design firm IDEO.

Gamify

The author of Getting from College to Career reinvents the concept of management for a new generation, offering a fresh and relevant approach to career success that shows them how to make the next step: becoming a leader. We are in the midst of a leadership revolution, as power passes from Baby Boomers to Millennials. All grown up, the highly educated Generation Y is moving into executive positions in corporations and government, as well as running their own businesses, where they are beginning to have a profound impact that will last for decades. Written exclusively for Gen Y readers to address their unique needs, Becoming the Boss is a brisk, tech savvy success manual filled with real-world, actionable tips, from an expert they respect and relate to. Lindsey Pollak defines what leadership is and draws on original research, her own extensive experience, and interviews with newly minted Gen Y managers and entrepreneurs around the world to share the secrets of what makes them successful leaders—and shows young professionals how to use that knowledge to rise in their own careers. From learning to develop a style that appeals to your older colleagues, to discovering the key trends affecting your career, to mastering the classic rules of excellence that never go out of style, Becoming the Boss helps you identify

your next professional move and shows you how to get there.

Women as Global Leaders

Despite the traditional opposition between play and work, games and their structure are increasingly used in workplaces. This phenomenon of using game elements or mechanisms in other contexts than games is named "gamification". In workplaces, the gamification is supposed to abolish the separation between work and leisure or between constraint and pleasure. This book reviews a century of game theories in the social sciences and analyzes the uses of games in workplaces. We critically question the explicit functions (learning, experimentation…) which are supposed to be conveyed by games. Finally, we show that game, understood as a structure, could have efficient social functions in the workplace.

Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification

Learn all about implementing a good gamification design into your products, workplace, and lifestyle Key Features Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios Book Description Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learn Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

Ideas Are Free

With an interdisciplinary focus, Organizational Ethics equips students with the knowledge and skills they need to make a positive impact in a variety of workplaces. Author Craig E. Johnson builds the text around interdependent levels of organizational behavior, examining ethics at the individual, group, and organizational levels. Self-assessments, reflection features, and application projects give students ample opportunity to practice their ethical reasoning abilities. The Fifth Edition includes over 25 new case studies on current events and prominent figures, 24 new self-assessments, and new discussions on topics such as cross-cultural ethical conflict and organizational virtue.

The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition

Do you know someone obsessed with a mobile game like Candy Crush? Have you ever felt a rush when you completed a task and perhaps another when you crossed it off your to-do list? Or maybe you have that one running-obsessed friend who has to log everything on their fitness app? The fact is, these obsessions and 'highs' affect all of us, and they can be powerful drivers in terms of how we behave. In an increasingly commoditized world, marketers are always looking for new ways to influence or motivate us to be better engaged with their products, services, and brands. This is marketing gamification: the practice of taking the motivational elements of games (like challenges, achievements and teams) and applying them intelligently in real-life situations to improve engagement and performance. With many success stories from the likes of LinkedIn, Delta Airlines, Starbucks, and Duolingo, marketing gamification is already a well-established practice, but many businesses are wary of jumping in without a guide - especially as there have been so many high-profile failures. Written specifically for marketing professionals, Press Start explores the benefits and uses of gamification, and ties together motivational psychology and case studies with popular game mechanics and design principles. More importantly, the book will provide readers with a step-by-step guide for successfully designing their own marketing gamification solutions.

Vaporized

A riveting medical mystery about a young woman's quest to uncover the truth about her likely fatal genetic disorder that opens a window onto the exploding field of genomic medicine When Joselin Linder was in her twenties her legs suddenly started to swell. After years of misdiagnoses, doctors discovered a deadly blockage in her liver. Struggling to find an explanation for her unusual condition, Joselin compared the medical chart of her father—who had died from a mysterious disease, ten years prior—with that of an uncle who had died under similarly strange circumstances. Delving further into the past, she discovered that her great-grandmother had displayed symptoms similar to hers before her death. Clearly, this was more than a fluke. Setting out to build a more complete picture of the illness that haunted her family, Joselin approached Dr. Christine Seidman, the head of a group of world-class genetic researchers at Harvard Medical School, for help. Dr.

Seidman had been working on her family's case for twenty years and had finally confirmed that fourteen of Joselin's relatives carried something called a private mutation—meaning that they were the first known people to experience the baffling symptoms of a brand new genetic mutation. Here, Joselin tells the story of their gene: the lives it claimed and the future of genomic medicine with the potential to save those that remain. Digging into family records and medical history, conducting interviews with relatives and friends, and reflecting on her own experiences with the Harvard doctor, Joselin pieces together the lineage of this deadly gene to write a gripping and unforgettable exploration of family, history, and love. A compelling chronicle of survival and perseverance, The Family Gene is an important story of a young woman reckoning with her father's death, her own mortality, and her ethical obligations to herself and those closest to her.

FinTech Innovation

Following Karl Kapp's earlier book The Gamification of Learning and Instruction, this Fieldbook provides a step-by-step approach to implementing the concepts from the Gamification book with examples, tips, tricks, and worksheets to help a learning professional or faculty member put the ideas into practice. The Online Workbook, designed largely for students using the original book as a textbook, includes quizzes, worksheets and fill-in-the-blank areas that will help a student to better understand the ideas, concepts and elements of incorporating gamification into learning.

The Gamification of Learning and Instruction Fieldbook

A guide for individuals and organizations navigating the complex and ambiguous Future of Work Foreword by New York Times columnist and best-selling author Thomas L. Friedman Technology is changing work as we know it. Cultural norms are undergoing tectonic shifts. A global pandemic proves that we are inextricably connected whether we choose to be or not. So much change, so quickly, is disorienting. It's undermining our sense of identity and challenging our ability to adapt. But where so many see these changes as threatening, Heather McGowan and Chris Shipley see the opportunity to open the flood gates of human potential—if we can change the way we think about work and leadership. They have dedicated the last 5 years to understanding how technical, business, and cultural shifts affecting the workplace have brought us to this crossroads, The result is a powerful and practical guide to the future of work for leaders and employees. The future can be better, but only if we let go of our attachment to our traditional (and disappearing) ideas about careers, and what a "good job" looks like. Blending wisdom from interviews with hundreds of executives, The Adaptation Advantage explains the profound changes happening in the world of work and posits the solution: new ways to think about careers that detach our sense of pride and personal identity from our job title, and connect it to our sense of purpose. Activating purpose, the authors suggest, will inherently motivate learning, engagement, empowerment, and lead to new forms of pride and identity throughout the workforce. Only when we let go of our rigid career identities can we embrace and appreciate the joys of

learning and adapting to new realities—and help our organizations do the same. Of course, making this transition is hard. It requires leaders who can attract and motivate cognitively diverse teams fueled by a strong sense of purpose in an environment of psychological safety—despite fierce competition and external pressures. Adapting to the future of work has always called for strong leadership. Now, as a pandemic disrupts so many aspects of work, adapting is a leadership imperative. The Adaptation Advantage is an essential guide to help leaders meet that challenge.

The Interface Envelope

"Following on the enormous growth and reach of computer gaming, most recently on mobile devices, and because of faculty members' desire to connect with millennials, online games have made their way into college classrooms. As part of our Tech. EDU series, this book focuses on how games are being used in college and what that might say for higher education today. Kevin Bell has assembled a book made up of a series of case studies, wherein faculty pilot games and game-derived techniques in college and university classes. He uses these examples to ground a practical discussion of gaming and gamification best practices, prefaced by a wide-ranging introduction to the topic in the broader context of computer-mediated teaching and learning"--

The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition

Distributed ledgers, decentralization and smart contracts explained About This Book Get to grips with the underlying technical principles and implementations of blockchain. Build powerful applications using Ethereum to secure transactions and create smart contracts. Explore cryptography, mine cryptocurrencies, and solve scalability issues with this comprehensive guide. Who This Book Is For This book appeals to those who wish to build fast, highly secure, transactional applications. This book is for those who are familiar with the concept of blockchain and are comfortable with a programming language. What You Will Learn Master the theoretical and technical foundations of blockchain technology Fully comprehend the concept of decentralization, its impact and relationship with blockchain technology Experience how cryptography is used to secure data with practical examples Grasp the inner workings of blockchain and relevant mechanisms behind Bitcoin and alternative cryptocurrencies Understand theoretical foundations of smart contracts Identify and examine applications of blockchain technology outside of currencies Investigate alternate blockchain solutions including Hyperledger, Corda, and many more Explore research topics and future scope of blockchain technology In Detail Blockchain is a distributed database that enables permanent, transparent, and secure storage of data. The blockchain technology is the backbone of cryptocurrency – in fact, it's the shared public ledger upon which the entire Bitcoin network relies – and it's gaining popularity with people who work in finance, government, and the arts. Blockhchain technology uses cryptography to

keep data secure. This book gives a detailed description of this leading technology and its implementation in the real world. This book begins with the technical foundations of blockchain, teaching you the fundamentals of cryptography and how it keeps data secure. You will learn about the mechanisms behind cryptocurrencies and how to develop applications using Ethereum, a decentralized virtual machine. You will explore different blockchain solutions and get an exclusive preview into Hyperledger, an upcoming blockchain solution from IBM and the Linux Foundation. You will also be shown how to implement blockchain beyond currencies, scability with blockchain, and the future scope of this fascinating and powerful technology. Style and approach This comprehensive guide allows you to build smart blockchain applications and explore the power of this database. The book will let you quickly brush up on the basics of the blockchain database, followed by advanced implementations of blockchain in currency, smart contracts, decentralization, and so on.

The Improv Mindset

Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, and Uber, established firms such as Burberry, GE, Nike, and Procter & Gamble, and lesser-known innovators such as Alvio, Fruition Sciences, Opower, and Quirky. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline of Market Leaders. Operational excellence must now be complemented by information excellence—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, seamlessly fuse digital and physical worlds, and generate new revenue through techniques such as exhaust data monetization Product leadership must be extended to solution leadership—smart digital products and services ranging from wind turbines and wearables to connected healthcare, linked to each other, cloud services, social networks, and partner ecosystems, focused on customer outcomes and creating experiences and transformations Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide individually targeted recommendations and personalized services ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, innovation networks, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework,

empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. It addresses improved execution through techniques such as gamification, and pitfalls to beware, including cybersecurity, privacy, and unintended consequences. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business through innovative, digitally enabled value propositions to win in competitive markets in today's digital era.

Mastering Blockchain

When trainers use games, learners win big. As a trainer interested in game design, you know that games are more effective than lectures. You've seen firsthand how immersive games hold learners' interest, helping them explore new skills and experience different points of view. But how do you become the Milton Bradley of learning games? Play to Learn is here to help. This book bridges the gap between instructional design and game design; it's written to grow your game literacy and strengthen crucial game design skills. Experts Sharon Boller and Karl Kapp share real examples of in-person and online games, and offer an online game for you to try as you read. They walk you through evaluating entertainment and learning games, so you can apply the best to your own designs. Play to Learn will also show you how to: Link game design to your business needs and learning objectives. Test your prototype and refine your design. Deploy your game to motivated and excited learners. So don't just play around. Think big, design well, and use Play to Learn as your guide.

The Gamer's Brain

A fresh and timely approach to nurturing wise, resilient, and flexible leadership in a world of growing complexity Leaders tend to obstinately stick to the leadership style that brought them most success in the past, usually one of two extreme styles: functional leadership that focuses on operational excellence or smart leadership that focuses on growth. When a leader's focus is too functional, the organization becomes introverted and can focus too much on bottom-line profitability while missing out on top-line growth opportunities. But when leaders focus too much on smart leadership, the organization may experience quick growth but lose its effectiveness quickly. From Smart to Wise offers a new approach that balances the two styles to achieve a form of wise leadership that is both functional and smart. Drawing on inspiring real-life stories of historical and contemporary wise leaders such as Bill Gates, Warren Buffet, and even Mahatma Gandhi, the authors identify six characteristics of wise leaders and offer a practical framework to help readers develop their own style of wise leadership. A timely and innovative approach to leadership Written by noted speakers who conduct dozens of keynote speeches and workshops, training thousands of people annually

The Family Gene

Despite years of focus on the importance of customer service, most businesses still have a lot to learn. Too many merely tweak a script, roll out a new offer, then disappear from the scene, leaving their frontline staff - often underpaid and badly overworked - to expertly, cheerfully handle all the real-life encounters with real-life customers who can make or break a company. That's no way to run a business, says customer service expert Ed Horrell. If you treat your frontline employees with indifference or disregard, you can expect them to treat your customers with indifference - and you can then expect to have indifferent customers who will drop you for the next best thing without a murmur of regret. Combining extensive research with inspiring real-life examples from companies known for their outstanding customer service - such as L.L.Bean, Chick-fil-A, Nordstrom, Mrs. Fields, St. Jude Children's Research Center, The Ritz-Carlton, FedEx, and more - Horrell explains in The Kindness Revolution that providing exceptional, compassionate customer service can only happen when you build a deep and lasting relationship with your employees. And it is kindness, says Horrell, that most characterizes that relationship. For organizations large and small, of any size or industry, The Kindness Revolution is a resounding wake-up call to change the way your company thinks about its employees, and to practice the basic values of dignity, respect, courtesy, and kindness from top to bottom throughout your organization. The way you treat your employees will be the way they treat your customers. Follow the wise advice and insightful examples in The Kindness Revolution, and experience the enormous payback in loyal customers, a more prosperous company - and a better way of life.

By Invitation Only

Change Management Handbook: This handbook contains over fifty concepts, models, figures, assessments, tools, templates, checklists, plans, a roadmap and glossary structured around the ten-step a2B Change Management Framework® each with a practical case study. About this Book: This handbook is for growth mindset leaders, senior managers, students, HR professionals and change management practitioners who want to deliver organisational change while their organisation continues with day-to-day operations. Leadership of Change® Volume 3 is based on over thirty years of experience implementing change, transformation and improvements into some of the world's largest and most successful organisations across many countries and cultures. It provides deep insights into change programme delivery using the a2B Change Management Framework®. It starts by aligning the change with the organisation's strategy and vision, moving through to successfully closing and sustaining the change. It covers ten key change management implementation concepts in detail, which include sponsorship, change history, communication, change planning, readiness, resistance, developing the new skills and behaviours, as well as adoption. It also includes the AUILM® Employee Change Adoption Model and the a2B5R® Employee Behaviour Change Model. Other Leadership of Change® Volumes: Leadership of Change® Volumes: The volumes in this series are intended to be leading practice in organisational change management and implementation, which supports strategy execution. Volume 1 – Change Management Fables Volume 2 - a2B Change Management Pocket Guide Change Management Fables: Ten fables about the leadership paradox of implementing

organisational change management versus delivering normal day-to-day operations. About this Book: Leaders go about their daily task of implementing the organisation's strategy to deliver financial results. All of a sudden there is a change explosion that disrupts normal day-to-day operations. This is the leadership paradox: implementing change versus delivering day-to-day operations. Leaders then need to adjust their focus to implement the change, so that the organisation stays ahead of the competition and continues to deliver revenue to its shareholders. That means the change has to ensure a return on investment, full employee change adoption, and sustainable change. Leadership of Change® Volume 1 represents the author's experiences throughout his career, it, provides ten practical stories of typical and consistent change management challenges that organisations and leaders experience when implementing organisation change, transitioning their organisation from the current 'a' state to the future 'B' state. Potential solutions are introduced which are developed in Volumes 2 and 3. This book includes illustrations as well as the a2B Change Management Framework®(a2BCMF®), the AUILM® Employee Change Adoption Model and the a2B5R® Employee Behaviour Change Model. Change Management Pocket Guide: This pocket guide contains over thirty concepts, models, figures, assessments, tools, templates, checklists, plans, a roadmap and glossary structured around the ten-step a2B Change Management Framework®. About this Book: This pocket guide is a practical, hands-on guide built around the a2B Change Management Framework® (a2BCMF®) with over thirty models, tool and change concepts. It is designed to support change practitioners delivering hands-on organisational change. The pocket guide supports a programme approach to organisational change, starting with 'change definition' (strategy alignment) and moving through to 'closing and sustain' the change. The ten-step a2BCMF® is supported by over thirty concepts, a change adoption model, a behavioural change model, figures, assessments, tools, templates, checklists and plans, as well as a roadmap and glossary. It covers the key change management concepts such as sponsorship, communications, readiness, resistance and adoption. The assessments provide valuable input on whether the team should progress from one critical a2BCMF® step to the next.

The Kindness Revolution

While many fields such as e-learning, business, and marketing have taken advantage of the potential of gamification, the healthcare domain has just started to exploit this emerging trend, still in an ad-hoc fashion. Despite the huge potential of applying gamification on several topics of healthcare, there are scarce theoretical studies regarding methodologies, techniques, specifications, and frameworks. These applications must be examined further as they can be used to solve major healthcare-related challenges such as care plan maintenance, medication adherence, phobias treatment, or patient education. Handbook of Research on Solving Modern Healthcare Challenges With Gamification aims to share new approaches and methodologies to build e-health solutions using gamification and identifies new trends on this topic from pedagogical strategies to technological approaches. This book serves as a collection of knowledge that builds the theoretical foundations that can be helpful in creating sustainable e-health solutions in the future. While covering topics

such as augmented and virtual reality, ethical issues in gamification, e-learning, telehealth services, and digital applications, this book is essential for research scholars, healthcare/computer science teachers and students pursuing healthcare/computer science-related subjects, enterprise developers, practitioners, researchers, academicians, and students interested in the latest developments and research solving healthcare challenges with modern e-health solutions using gamification.

Play to Learn

THE REVOLUTION WILL BE GAMIFIED MASTER THE GAMIFIED STRATEGIES THAT WILL TRANSFORM YOUR BUSINESS--OR BE LEFT BEHIND Gamification: It's the hottest new strategy in business, and for good reason--it's helping leading companies create unprecedented engagement with customers and employees. Gamification uses the latest innovations from game design, loyalty programs, and behavioral economics to help you cut through the noise and transform your organization into a lean, mean machine ready to fight the battle for user attention and loyalty. With The Gamification Revolution you'll learn how top companies: Recruit and retain the best talent from the gamer generation and beyond Train employees and drive excellence with noncash incentives Cut through the market noise and ignite consumer sales growth Generate unprecedented customer loyalty without breaking the bank Drawing inspiration from the most popular games of all time--from Angry Birds to World of Warcraft--the authors reveal the secrets of market leaders that you can apply immediately to your business. As a bonus, the book gives you full access to The Gamification Revolution app--a great way to optimize and enhance your experience with videos, tips, and social tools, including the ability to easily share the best ideas with your colleagues and workgroup. You'll learn the new rules of engagement that are guaranteed to generate excitement and enthusiasm--in your employees and your customers. You'll understand how game designers predict and motivate behaviors--and how you can get the results you want. You'll also find a winning selection of fascinating case studies, best practices, and game-ready tools of the trade you can easily apply to your specific needs. It's all here in one ready-to-use strategy guide filled with the best ideas and pitfalls you can avoid. If you're going to play the game, this is how you play it. To win. Praise for The Gamification Revolution: "For consumer-facing businesses today, nothing matters more than delivering a great user experience and creating lasting engagement with your consumers and employees. The Gamification Revolution will show you how leaders have reached for the top and won." -- ALEXANDRA WILKIS WILSON, Cofounder, Gilt Groupe, and author of the New York Times bestseller By Invitation Only "In today's fast-paced world, people are more distracted than ever. To stand out, you'll need to cut through the noise and get them engaged. The Gamification Revolution will teach you the essential building blocks for achieving long-term success and growth." -- JESSE REDNISS, SVP, USA Network/NBCU "From engaging customers to retaining a team, The Gamification Revolution will provide you with tactics that generate results. I know. Gabe's wisdom has helped the Founder Institute expand to every inhabited continent and change thousands of lives." -- ADEO RESSI, CEO, Founder Institute "Zichermann and Linder propose a pragmatic

approach to gamification that will provide breakthrough results. Sales is the last bastion of corporate innovation, and this spectacular read is a must for any sales leader." -- HI LEVA, Senior VP Sales Operations, Clear Channel Outdoor

Digital Human

Women as Global Leaders is the second volume in the new Women and Leadership: Research, Theory, and Practice book series published for the International Leadership Association by IAP. Global leadership is an emerging area of research, with only a small but growing published literature base. More specifically, the topic of women's advances and adventures in leading within the global context is barely covered in the existing leadership literature. Although few women are serving in global leadership roles in corporate and nonprofit arenas, and as heads of nations, that number is growing (e.g., Indira Nooyi at PepsiCo, Sheryl Sandberg at Facebook, Marissa Mayer at Yahoo, Ellen Johnson Sirleaf as president of Liberia, Angela Merkel as chancellor of Germany). The purpose of this volume is to provide the reader with current conceptualizations and theory related to women as global leaders, recent empirical investigations of the phenomenon, analysis of effective global leadership development programs, and portraits of women who lead, or have led, in a global role. The volume is divided into four sections. The first section covers the state of women as global leaders, containing chapters by Joyce Osland and Nancy Adler, pioneers in the field of global and/or women's leadership. The second section describes approaches to women's global leadership. The third section offers an analysis of programs that are useful in developing women as global leaders, with the final section profiling women as global leaders, including Margaret Thatcher, Nobel Laureate Malala Yousfazai, and Golda Meir. As Barbara Kellerman noted in the Foreword, "this book should be understood as a collection whose time has come, precisely because women now have opportunities to lead that are far more expansive than they were even in the recent past. Though their numbers remain low, they are able in some cases to exercise leadership not only as outsiders, but also as insiders, from the very positions of power and authority to which men forever have had access."

From Smart to Wise

Making a successful video game is hard. Even games that are successful at launch may fail to engage and retain players in the long term due to issues with the user experience (UX) that they are delivering. The game user experience accounts for the whole experience players have with a video game, from first hearing about it to navigating menus and progressing in the game. UX as a discipline offers guidelines to assist developers in creating the experience they want to deliver, shipping higher quality games (whether it is an indie game, AAA game, or "serious game"), and meeting their business goals while staying true to their design and artistic intent. In a nutshell, UX is about understanding the gamer's brain: understanding human capabilities and limitations to anticipate how a game will be perceived, the emotions it will elicit, how players will

interact with it, and how engaging the experience will be. This book is designed to equip readers of all levels, from student to professional, with neuroscience knowledge and user experience guidelines and methodologies. These insights will help readers identify the ingredients for successful and engaging video games, empowering them to develop their own unique game recipe more efficiently, while providing a better experience for their audience. Key Features Provides an overview of how the brain learns and processes information by distilling research findings from cognitive science and psychology research in a very accessible way. Topics covered include: "neuromyths", perception, memory, attention, motivation, emotion, and learning. Includes numerous examples from released games of how scientific knowledge translates into game design, and how to use a UX framework in game development. Describes how UX can guide developers to improve the usability and the level of engagement a game provides to its target audience by using cognitive psychology knowledge, implementing human-computer interaction principles, and applying the scientific method (user research). Provides a practical definition of UX specifically applied to games, with a unique framework. Defines the most relevant pillars for good usability (ease of use) and good "engage-ability" (the ability of the game to be fun and engaging), translated into a practical checklist. Covers design thinking, game user research, game analytics, and UX strategy at both a project and studio level. Offers unique insights from a UX expert and PhD in psychology who has been working in the entertainment industry for over 10 years. This book is a practical tool that any professional game developer or student can use right away and includes the most complete overview of UX in games existing today.

Digital Leadership

Exam Prep Flash Cards for The Gamification Revolution: How

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain

what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. www.big-data-book.com

Cracking the Leadership Code

Harness the power of games to create extraordinary customer engagement with Game-Based Marketing. Gamification is revolutionizing the web and mobile apps. Innovative startups like Foursquare and Swoopo, growth companies like Gilt and Groupon and established brands like United Airlines and Nike all agree: the most powerful way to create and engage a vibrant community is with game mechanics. By leveraging points, levels, badges, challenges, rewards and leaderboards – these innovators are dramatically lowering their customer acquisition costs, increasing engagement and building sustainable, viral communities. Game-Based Marketing unlocks the design secrets of mega-successful games like Zynga's Farmville, World of Warcraft, Bejeweled and Project Runway to give you the power to create winning game-like experiences on your site/apps. Avoid obvious pitfalls and learn from the masters with key insights, such as: Why good leaderboards shouldn't feature the Top 10 players. Most games are played as an excuse to socialize, not to achieve. Status is worth 10x more than cash to most consumers. Badges are not enough: but they are important. You don't need to offer real-world prizing to run a blockbuster sweepstakes. And learn even more: How to architect a point system that works Designing the funware loop: the basics of points, badges, levels, leaderboards and challenges Maximizing the value and impact of badges Future-proofing your design Challenging users without distraction Based on the groundbreaking work of game expert and successful entrepreneur Gabe Zichermann, Game-Based Marketing brings together the game mechanics expertise of a decade's worth of research. Driven equally by big companies, startups, 40-year-old men and tween girls, the world is becoming increasingly more fun. Are you ready to play?

Actionable Gamification

THE REVOLUTION WILL BE GAMIFIED MASTER THE GAMIFIED STRATEGIES THAT WILL TRANSFORM YOUR BUSINESS--OR BE LEFT BEHIND Gamification: It's the hottest new strategy in business, and for good reason--it's helping leading companies create unprecedented engagement with customers and employees. Gamification uses the latest innovations from game design, loyalty programs, and behavioral economics to help you cut through the noise and transform your organization into a lean, mean machine ready to fight the battle for user attention and loyalty. With The Gamification Revolution you'll learn how top companies: Recruit and retain the best talent from the gamer generation and beyond Train employees and drive excellence with noncash incentives Cut through the market noise and ignite consumer sales growth Generate unprecedented customer loyalty without breaking the bank Drawing inspiration from the most popular games of all time--from Angry Birds to World of Warcraft--the authors reveal the secrets of market leaders that you can apply

immediately to your business. As a bonus, the book gives you full access to The Gamification Revolution app--a great way to optimize and enhance your experience with videos, tips, and social tools, including the ability to easily share the best ideas with your colleagues and workgroup. You'll learn the new rules of engagement that are guaranteed to generate excitement and enthusiasm--in your employees and your customers. You'll understand how game designers predict and motivate behaviors--and how you can get the results you want. You'll also find a winning selection of fascinating case studies, best practices, and game-ready tools of the trade you can easily apply to your specific needs. It's all here in one ready-to-use strategy guide filled with the best ideas and pitfalls you can avoid. If you're going to play the game, this is how you play it. To win. Praise for The Gamification Revolution: "For consumer-facing businesses today, nothing matters more than delivering a great user experience and creating lasting engagement with your consumers and employees. The Gamification Revolution will show you how leaders have reached for the top and won." -- ALEXANDRA WILKIS WILSON, Cofounder, Gilt Groupe, and author of the New York Times bestseller By Invitation Only "In today's fast-paced world, people are more distracted than ever. To stand out, you'll need to cut through the noise and get them engaged. The Gamification Revolution will teach you the essential building blocks for achieving long-term success and growth." -- JESSE REDNISS, SVP, USA Network/NBCU "From engaging customers to retaining a team, The Gamification Revolution will provide you with tactics that generate results. I know. Gabe's wisdom has helped the Founder Institute expand to every inhabited continent and change thousands of lives." -- ADEO RESSI, CEO, Founder Institute "Zichermann and Linder propose a pragmatic approach to gamification that will provide breakthrough results. Sales is the last bastion of corporate innovation, and this spectacular read is a must for any sales leader." -- HI LEVA, Senior VP Sales Operations, Clear Channel Outdoor

The Adaptation Advantage

Vaporized was selected as the winner of the 2016 International Book of the Year prize by getAbstract from a field of 10,000 business and strategy titles. The prize was announced at the Frankfurt Book Fair on October 19, 2016 Digital technology has upturned entire industries and irrevocably altered the way we live, work and do business. Now, it is set to transform every sector and economic system on the planet in almost unimaginable ways — even those once thought to be immune from its effects. In his groundbreaking new book Vaporized, digital pioneer and business futurist Robert Tercek takes us inside the world's largest cultural and economic transformation since the industrial revolution, and explains what it means to consumers, employers and policy makers. Dynamic and engaging, Tercek does for digital business theory what Malcolm Gladwell has done for sociology, translating a complex, arcane subject in approachable and relevant terms. In contrast to the digital-era doomsayers and hand-wringing pundits, Tercek offers an insightful, optimistic analysis of the future and a practical blueprint for survival that no business leader, from the Fortune 500 CEO to the small startup owner, can afford to ignore.

Game On!

Can the workplace be more productive by including avatars, three-dimensional environments, and participant-driven outcomes? This grounded and thought-provoking book by Byron Reeves and Leighton Read proves that it is not only possible, it is inevitable. Implementing components of multiplayer computer games in the workplace will address a host of age-old problems. Games can not only stem boredom and decrease turnover, but also enhancee collaboration and encourage creative leadership. Games require extraordinary teamwork, elaborate data analysis and strategy, recruitment and retention of top players, and quick decision making. Recreating some elements of games - such as positioning tasks within stories, creating internal economies, and implementing participant-driven communication systems - can not only boost employee engagement but overall productivity. Of course, the strong psychological power of games can have both positive and negative consequences for the workplace. That's why it's important to put them into practice correctly from the beginning - and Reeves and Read explain how by showing which good design principles are a powerful antidote to the addictive and stress-inducing potential of games. Supported by specific case studies and years of research, Total Engagement will completely change the way you view both work and play.

Big Data

A survival guide for the FinTech era of banking FinTech Innovation examines the rise of financial technology and its growing impact on the global banking industry. Wealth managers are standing at the epicenter of a tectonic shift, as the balance of power between offering and demand undergoes a dramatic upheaval. Regulators are pushing toward a 'constrained offering' norm while private clients and independent advisors demand a more proactive role; practitioners need examine this banking evolution in detail to understand the mechanisms at work. This book presents analysis of the current shift and offers clear insight into what happens when established economic interests collide with social transformation. Business models are changing in profound ways, and the impact reaches further than many expect; the democratization of banking is revolutionizing the wealth management industry toward more efficient and client-centric advisory processes, and keeping pace with these changes has become a survival skill for financial advisors around the world. Social media, big data analytics and digital technology are disrupting the banking industry, which many have taken for granted as set in stone. This book shatters that assumption by illustrating the massive changes already underway, and provides thought leader insight into the changes yet to come. Examine the depth and breadth of financial technology Learn how regulations are driving changing business models Discover why investors may become the price-makers Understand the forces at work behind the rise of FinTech Information asymmetry has dominated the banking industry for centuries, keeping the bank/investor liability neatly aligned—but this is changing, and understanding and preparing for the repercussions must be a top priority for wealth managers everywhere. Financial Innovation shows you where the bar is being re-set and gives you the insight you

need to keep up.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION