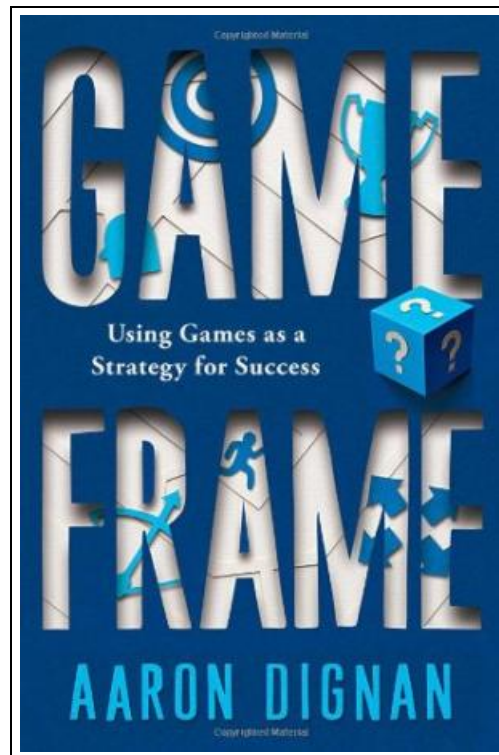


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SIMON SCHUSTER, United States, 2011. Hardback. Book Condition: New. 216 x 146 mm. Language: English . Brand New Book. Ever wonder why teens can spend entire weekends playing video games but struggle with just one hour of homework? Why we re addicted to certain websites and steal glances at our smartphones under the dinner table? Or why some people are able to find joy in difficult or repetitive jobs while others burn out? It s not the experiences themselves but the way they re structured that matters. All our lives we ve been told that games are distractions-playful pastimes, but unrelated to success. In Game Frame, Aaron Dignan shows us that the opposite is true: games produce peak learning conditions and accelerated achievement. Here, the crucial connection between the games we love to play and the everyday tasks, goals, and dreams we have trouble realizing is illuminated. Aaron Dignan is the thirty-something founder of a successful digital strategy firm that studies the transformative power of technology in culture. He and his peers were raised on a steady diet of games and gadgets, ultimately priming them to challenge the status quo of the modern workplace. What they learned from games goes deeper than hand-eye coordination; instead, this generation intrinsically understands the value of adding the elements of games into everyday life. Game Frame is the first prescriptive explanation of what games mean to us, the human psychology behind their magnetic pull, and how we can use the lessons they teach as a framework to achieve our potential in business and beyond. Games are a powerful way to influence and change behavior in any setting. Here, Dignan outlines why games and play are such important trends in culture today, and how our technology, from our iPhones to our hybrid cars, primes us...



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