



Summary: Changing the Game - David Edery and Ethan Mollick: How Video Games Are Transforming the Future of Business

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Complete summary of David Edery and Ethan Mollick's book: "Changing the Game: How Video Games Are Transforming the Future of Business".


This 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 revolutionize the way they interact with customers and attract new employees. In their book, the authors explain that it is time to get up to speed with what gaming is already achieving and make your company a part of it. By reading this summary, you will find out the benefits of using video games to get your message across and what they can do for your business.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "Changing the Game" to discover how you can be part of the video game revolution and benefit your company.

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