



Collective intelligence, by definition, is designed to aggregate and harness what is unique about everyone into a more powerful and diverse whole.



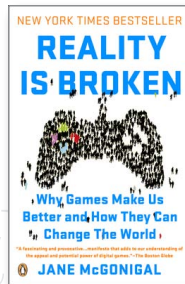
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Jane McGonigal

□ *Reality needs better game design.* □

Jane McGonigal is a visionary game designer and futurist, and she is harnessing the power of the Internet games in new ways to help solve some of the biggest challenges facing our world today and tomorrow.

Creative Director, Social Chocolate.
Author of *The New York Times* best seller, *Reality Is Broken*.



Ahead of the Curve

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Jane McGonigal

Author of *The New York Times* best seller,
Reality Is Broken.

Highlights

Imagine a world where **every challenge is a quest** — where the harder a task is, the more people want to do it. Where people take pleasure in failing and come back invigorated every time they fall. Where they communicate spontaneously with their collaborators to pool their knowledge towards shared solutions.

It turns out that world already exists. And if you draw on its secrets, you can **transform your business**: that creative collaboration, that effortless grasp of new technology, that very 21st-century connectivity and that power to solve complex problems can all be yours.

Your guide to that world is **Jane McGonigal**. And that world? It's the world of...**gamers**.

Gamers?

In her engaging, forward-thinking book *Reality is Broken*, Jane McGonigal makes the case that the gamer spirit — an attitude of **fun, dedicated, collective problem-solving** — is our greatest asset as we face the social, economic, and environmental problems of the 21st century.

She argues that game designers are effectively **happiness engineers**, experts in making difficult tasks engaging, and that we should draw on their smarts as we frame the challenges of our time.

Jane herself is a specialist in this field, a designer of **alternate reality games**, where a real-life activity is re-framed as a game. The activity could be as mundane as household chores or as epic as surviving peak oil or establishing local sustainable businesses, the subjects of two of Jane's own games: whatever the challenge, we can face it more boldly if we bring to it a **gameful state of mind**.

But as Jane explains, in her quirky, spirited way, all of this is more than just a question of re-framing. It's about bringing back to contemporary life the kind of heroism, epic purpose, and communal striving that so many of us struggle to find in our lives. With Jane's help, you can understand how to channel that drive to revitalize your company — and fill our world with **epic wins**.



Now in
Paperback

• Credentials and Honors

- Creative Director, Social Chocolate
- Director of Game Research and Development, Institute for the Future, a non-profit futures research group based in Palo Alto, California
- *The New York Times* best selling author
- PhD, game research, the University of California at Berkeley
- Named by Oprah Winfrey as one of the twenty most inspiring women in the world, *O Magazine*, 2010.
- Honored by *Game Developer Magazine* as one of the 50 people making the biggest impact in games
- Featured by *The New York Times* featured her as one of 10 scientists with a the best vision for what's coming next in 2011
- *Fast Company's* 100 Most Creative People in Business, 2009

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