



# Game Based Organization Design: New tools for complex organizational systems

*Jeroen van Bree*

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## **Game Based Organization Design: New tools for complex organizational systems** Jeroen van Bree

There is a widening gap between the current organizational reality and the tools and methods available to managers for addressing its challenges. *Game Based Organization Design* shows that one of the ways to bridge this gap is to introduce insights and approaches from video game design into the design of organizational systems. This book takes basic ideas such as games, play, and rules as the foundation for a new approach to organizational design and strategy formulation. Based on seven years of research and consulting work, this is the first time these original ideas have been made available in such a comprehensive and accessible manner to both executives and students of management. *Game Based Organization Design* combines a sound theoretical basis with many examples of practical application as well as useful pointers for readers who wish to put these ideas into action.

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