



Handbook of Research on Serious Games as Educational, Business and Research Tools

Maria Manuela Cruz-Cunha

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Serious games are being developed at an exponential rate and have applications in management, education, defense, scientific research, health care, and emergency planning. In order to maximize the potential and profit of serious games, organizations, researchers, and developers must understand the opportunities and challenges presented by this new tool in all of its domains of application.

Handbook of Research on Serious Games as Educational, Business and Research Tools: Development and Design collects research on the most recent technological developments in all fields of knowledge or disciplines of computer games development, including planning, design, development, marketing, business management, users and behavior. Including research on the technological aspects of serious games, user experience and serious games, serious games for social change, and business opportunities for serious games, this two-volume reference offers key perspectives on all aspects of social game design, development and implementation for researchers, managers, and computer game developers.

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