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Whether you're an executive, developer, producer, or product specialist, Gamification by Design will show you how game mechanics can help you build customer loyalty. Discover the motivational framework game designers use to segment and engage consumers; Understand core game mechanics such as points, badges, levels, challenges, and leaderboards

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Gamification by Design makes a solid argument for using and implementing gamification in your business. For those that don ' t know what gamification is and want to know why everyone is talking about it, this book will certainly fill you in, and if you ' ve decided gamification is a tool you can use, Gamification by Design will walk you through finding new ways to engage and reward your customers.

Book Review: Gamification by Design: Implementing Game ...

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