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Meaningful Play: Getting Gamification RightI just read the book "Actionable Gamification" by Yu-Kai Chou. This is what I learned The Beginner's Guide to Gamification (4 of 90):

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Yu-kai Chou is an Author and International Keynote Speaker

on Gamification and Behavioral Design. He is the Original

Creator of the Octalysis Framework, and the author of

Actionable Gamification: Beyond Points, Badges, and

Leaderboards. He is currently President of The Octalysis

Group and the Founder of Octalysis Prime.

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Yu-kai was one of the earliest pioneers in Gamification, starting his work in the industry in 2003. In 2015, Yu-kai was rated #1 among the "Gamification Gurus Power 100" by RISE, and was also awarded "Gamification Guru of the Year Award" for both 2014 and 2015 by the World Gamification Congress based in Europe.

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Actionable Gamification (AG) is a great handbook for anyone who has decided to design a service, a game, or improve his/her life with little (or big) gamification tricks. This book provides a lot of value. I mean, really a lot – a little investment in it will bring huge benefits in whatever you're creating.

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Actionable Gamification: Beyond Points, Badges, and ...
This is where the majority of gamification efforts focus □ awarding points, badges, or a place on a leader board. The third drive is the sense of empowerment that comes from being engaged in the creative process, figuring out new

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things and trying different combinations.

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learning material in classrooms around the world and has
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with me and readers from around the world

Gamification Book: Actionable Gamification - Beyond PBLs
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strong Return on Investment for companies.

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