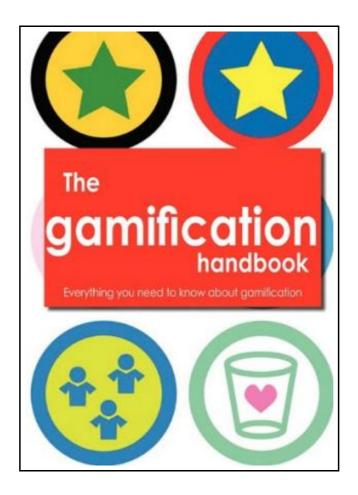
# The Gamification Handbook - Everything You Need to Know about Gamification



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### Reviews

It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.

(Dr. Kayden Gerlach)

## THE GAMIFICATION HANDBOOK - EVERYTHING YOU NEED TO KNOW ABOUT GAMIFICATION



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Tebbo. Paperback. Condition: New. 924 pages. Dimensions: 11.7in. x 8.2in. x 2.1in.Gamification is the use of game play mechanics for non-game applications (also known as funware), particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. It also strives to encourage users to engage in desired behaviors in connection with the applications. Gamification works by making technology more engaging, and by encouraging desired behaviors, taking advantage of humans psychological predisposition to engage in gaming. The technique can encourage people to perform chores that they ordinarily consider boring, such as completing surveys, shopping, or reading web sites. This book is your ultimate resource for gamification. Here you will find the most up-to-date theory, examples, ideas, and much more. In easy to read chapters, with extensive references and links to get you to know all there is to know right away: Gamification, Gameplay, Funware, Website, Statistical survey, Facebook, Foursquare (social network), Gowalla, Progress bar, Virtual currency, Casual game, Customer engagement, Social networking service, Windows Phone 7, Buzzword, Behavioral economics, Behavioral analysis of markets, Economics of gambling, Neuroeconomics, Physioeconomics, Predictably Irrational, Outline of games, Classic Game Room, Computerassisted gaming, Game clock, Game club, Gamer, Gen Con, Girl gamer, Lightning round, Linux gaming, Metagaming, N. O. V. A 2: The Hero Rises Again, Nordreich, Normal play convention, Northwest Pinball and Gameroom Show, Penny Arcade Expo, Profezia, Recreation in Second Life, TORCS, Yottaquest, Dynamic game difficulty balancing, Dynamic music, Emergent gameplay, Evolver (3D Avatar Web Portal), Game balance, Game design, Game mechanics, Gold sink, House rule, Impulse-based turn system, Kingmaker scenario, Lame duck (game design), Lusory attitude, MDA framework, Simultaneous action selection, Super Nintendo Emulator SE, . MDX, 21st Century Game Design, 3D modeling, Andrew Rollings and Ernest Adams on Game Design, The Art of Computer Game Design, Chris Crawford...

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