



# Business Gamification For Dummies

*Kris Duggan, Kate Shoup*

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**Business Gamification For Dummies** Kris Duggan, Kate Shoup

**The easy way to grasp and use gamification concepts in business**

Gamification is a modern business strategy that leverages principles from games to influence favorable customer behavior on the web in order to improve customer loyalty, engagement, and retention.

Gamification can be used by any department in a company (HR, Sales, Marketing, Engineering, Support, etc.), for any web-based experience (mobile, website, retail, community, etc.).

*Business Gamification For Dummies* explains how you can apply the principles of this strategic concept to your own business model.

- How gamification evolved from Farmville/Zynga and Facebook and is now something that can be applied to the work environment
- How to build a successful gamification program
- How to entice and retain customers using gamification
- How to drive employee behavior inside your organization
- Real-world illustrations of gamification at work

If you're interested in learning more about this exciting and innovative business strategy, this friendly, down-to-earth guide has you covered.

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Playing with family inside a park, coming to see the sea world or hanging out with good friends is thing that usually you might have done when you have spare time, then why you don't try thing that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Business Gamification For Dummies, you may enjoy both. It is good combination right, you still desire to miss it? What kind of hang type is it? Oh can occur its mind hangout people. What? Still don't understand it, oh come on its named reading friends.

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The book untitled Business Gamification For Dummies contain a lot of information on this. The writer explains her idea with easy approach. The language is very clear and understandable all the people, so do not really worry, you can easy to read the idea. The book was compiled by famous author. The author provides you in the new age of literary works. It is easy to read this book because you can continue reading your smart phone, or program, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can open their official web-site along with order it. Have a nice go through.

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