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Co and Dopamine and is considered the world's foremost expert on designing engagement strategies for customers and employees. Joselin Linder coauthored the acclaimed Game-Based Marketing with Gabe Zichermann.

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'The Gamification Revolution' is a guide for gamifying the business world. It's a kind of buzzword in modern business and this book goes about attempting fairly well how gamification is being used by businesses. To get employee engagement, this is certainly something that can be beneficial, especially among younger employees who are also gamers.

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