

**Gamification By Design: Implementing Game
Mechanics In Web And Mobile Apps By Christopher
Cunningham, Gabe Zichermann**

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Gamification by Design, Implementing Game Mechanics in Web and Mobile Apps, discusses how to use point systems, leaderboards, awards, levels, and

Gabe zichermann - wikipedia

Gabe Zichermann (born May 20, 1974) is an author, public speaker, and self-described "serial entrepreneur". He has worked as a proponent of leveraging game mechanics in business, In 2011, Zichermann co-wrote Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps with Christopher

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