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Yu-kai Chou is an Author and International Keynote Speaker on Gamification. He is the Original Creator of the gamification framework: Octalysis, and the author of Actionable Gamification: Beyond Points, Badges, and Leaderboards.

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Actionable Gamification Beyond Points, Badges, and Leaderboards. Yu-kai Chou. 15 Years of Gamification Design Experience and Research in one book. Companies pay thousands of dollars to learn Yu-kai's Octalysis Framework. Get it all here. Table of Contents. Last updated on 2019-02-19. \$9.00. Minimum price.

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Actionable Gamification - Beyond Points, Badges, and Leaderboards has had a positive impact on readers, ranking 4.6 out of 5 stars on Amazon. It has become the de facto learning material in classrooms around the world and has been organically translated into over 15 languages. Pictures with me and readers from around the world

Gamification Book: Actionable Gamification - Beyond PBLs

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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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(Below is a manuscript snippet of my book, Actionable Gamification: Beyond Points, Badges, and Leaderboards. Please subscribe to the mailing list on the right to order the book when it launches. This post may be moved into a Premium Area after a certain period of time). A Story about Social Media

Points, badges, and leaderboards: The Gamification Fallacy

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Actionable Gamification. Beyond Points, Badges, and Leaderboards Yu-kai Chou. Learn more. About the Book "Yu-kai is at the cutting edge of the field of behavior design." -Nir Eyal, Author of Hooked: How to Build Habit-Forming Products. This book is not about why gamification is amazing. ...

Actionable Gamification - Feedback - Leanpub

Book Notes written by Ryan Pijai -- Quick Summary: Actionable Gamification is one of my favorite comprehensive frameworks for applying gamification to product design. Gamification focuses on the human motivations for doing tasks. It is a combination of Game Design, Game Dynamics, Motivational Psychology, Behavioral Economics, User Experience (UX)/User Interface (UI), Neurobiology, Technology ...

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