

Making Everything Easier!™

Business Gamification

FOR
DUMMIES®

Learn to:

- Build a successful gamification program
- Entice and retain customers
- Drive employee behavior within your organization

Kris Duggan

Entrepreneur and gamification expert

Kate Shoup

Author and screenwriter



Business Gamification FOR **DUMMIES®**

**by Kris Duggan, CEO of Badgeville,
and Kate Shoup**



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