

# **Gamify: How Gamification Motivates People To Do Extraordinary Things By Brian Burke**

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Gabe Zichermann, Joselin Linder, "The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition" ISBN: 0071808310 | 2013 | EPUB | 256

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said Gartner analyst Brian Burke, Motivates People to Do Extraordinary Things. a key characteristic of gamification done right, Burke

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