

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

**By Brian Burke**

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<http://blog.summary.com/2014/07/04/how-gamification-motivates-people-to-do-extraordinary-things/>

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Aug 05, 2014 By Brian Burke. Gartner, Inc. In a Applied to innovation, gamification can motivate people to share How Gamification Motivates People to Do

<http://www.forbes.com/sites/gartnergroup/2014/08/06/how-to-gamify-innovation/>

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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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Gamify How Gamification Motivates People to do Extraordinary Things. By Brian Burke. MIT and Richard Hunter, Gartner, Inc. Format:

<http://www.gartner.com/technology/books/>

### **Is it game over for gamification? - Fortune -**

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

<http://fortune.com/2014/06/06/looks-like-that-whole-gamification-thing-is-over/>

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