



The Gamification Toolkit: Dynamics, Mechanics, and Components for the Win

Kevin Werbach, Dan Hunter

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Take your gamification efforts to the next level

When *The Economist* covered Kevin Werbach and Dan Hunter's new book *For the Win* in 2012, they referred to gamification as a "management craze." Since then, gamification has proved to be much more than a fleeting fad: it is a global movement. *For the Win* has been published globally in English, Chinese, Japanese, Korean, Russian, and Spanish, and more than a quarter of a million people have taken Werbach's gamification course on Coursera.

Now, in their new ebook *The Gamification Toolkit*, Werbach and Hunter go deeper into the key game elements and provide you with the tools to take gamification to the next level. This brief but comprehensive ebook is a user's guide to help you build a game—for the win.



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