

Actionable Gamification Beyond Points Badges And Leaderboards

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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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Buy [Actionable Gamification - Beyond Points, Badges, and Leaderboards](#) by Chou, Yu-kai (ISBN: 9780692858905) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Yu-kai was one of the earliest pioneers in Gamification, starting his work in the industry in 2003. In 2015, Yu-kai was rated #1 among the "Gamification Gurus Power 100" by RISE, and was also awarded "Gamification Guru of the Year Award" for both 2014 and 2015 by the World Gamification Congress based in Europe.

[Actionable Gamification: Beyond Points, Badges, and ...](#)
[Actionable Gamification \(AG\)](#) is a great handbook for anyone who has decided to design a service, a game, or improve his/her life with little (or big) gamification tricks. This book provides a lot of value. I mean, really a lot – a little investment in it will bring huge benefits in whatever you're creating.

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This is where the majority of gamification efforts focus – awarding points, badges, or a place on a leader board. The third drive is the sense of empowerment that comes from being engaged in the creative process, figuring out new things and trying different combinations.

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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](#)
[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](#)
[Actionable Gamification: Beyond Points, Badges, and Leaderboards](#) While talks on theory and the promise of Gamification are proliferating, very few of them provide the necessary tools to turn knowledge into action that deliver a strong Return on Investment for companies.