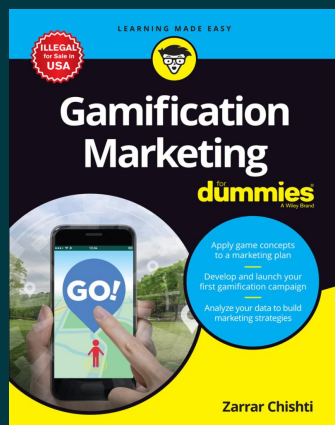




Gamification Marketing For Dummies

By [Zarrar Chishti](#)

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Description

Nothing drives interest from customers more than giving them the chance to win. From old school sweepstakes and stamp collecting games to modern mobile loyalty programs or branded game apps, gamification helps connect you to your customers in a way they invite into their lives. This book helps you add the effective but challenging aspects of gamification to your marketing strategy. No matter what your digital proficiency, Intelligent Marketing with Gamification For Dummies will guide both veteran and inexperienced marketers through the maze of planning and executing a gamification strategy.

About the Author

Zarrar Chishti

Zarrar Chishti is a software and games development consultant with over 500 games developed and marketed for companies around the world. Chishti graduated from Glasgow University in 1996 with a degree in Software Engineering. He is the CEO of his own software company

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