Even Ninja Monkeys Like to Play: Gamification, Game Thinking and Motivational Design

By Mr Andrzej Christopher Marczewski

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A guide to using gamification and game thinking to create engaging experiences for people. This book takes you on journey through the theories on which gamification is built, onto practical advice for building gamified solutions.

"A book that dances in the space where psychology and game design meet, offering practical guidance to gamification - all tied together with Andrzej's best-in-class categorisation of what works most appropriately for whom." -- *Dr Richard Bartle, Professor of Game Design at the University of Essex, Author of "Designing Virtual Worlds"*

Andrzej Marczewski's book "Even Ninja Monkeys Like To Play" gives extraordinary and important knowledge upon the topic of gamification and game thinking strategies. It is a must read for anyone having a beginning interest or even for veterans of the topic. It provides more than a base of information for anyone to pick it up and understand the topic more deeply. -- *Dr. Anthony Bean, Ph.D., Video Game Expert and Researcher*

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Editorial Review

Review
Quote from review at GamefulBits.com

"The book is a well-balanced blend of scientific information that embodies the background knowledge of gamification and motivational design, and knowledge acquired from years of practical experience that is translated into useful tips for the reader."

About the Author

Father of two, husband (of one – because bigamy is frowned upon apparently...), reasonable guitarist, games lover, Batman nerd and Star Wars geek.

Over the years I have had a few jobs, from web designer, to learning technologist to consultant. What has always remained the same is my belief that games have much more to offer the world than just entertainment.

This led me to getting involved with gamification in my spare time. Now I am lucky enough to be a recognised expert on the topic. Writing a regular blog about gamification, speaking on the topic, consultant and solution designer.

Users Review

From reader reviews:

Ricky Burnham:

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