



Gamification in Education and Business

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This book is dedicated to applied gamification in the areas of education and business, while also covering pitfalls to avoid and guidelines needed to successfully implement for a project. Using different theoretical backgrounds from various areas including behavioral economics, game theory, and complex adaptive systems, the contributors aim to help readers avoid common problems and difficulties that they could face with poor implementation. The book's contributors are scholars and academics from the many areas where the key theory of gamification typically comes from. Ultimately, the book's goal is to help bring together the theories from these different disciplines to the field of practice in education and business.

The book is divided into four parts: Theory, Education, Business, and Use Cases. Part I provides a foundation on the theory of gamification and offers insight into some of the outstanding questions that have yet to be addressed. In Part II, the application and value that gamification can bring within the education sector is examined. The book then changes focus in Part III to spotlight the use of gamification within business environments. The topics also cover educational aspects like improved learning outcomes, motivation, and learning retention at the workplace. Finally Part IV concentrates on the applications and use of gamification through a series of case studies and key elements that are used in real situations to drive real results.

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