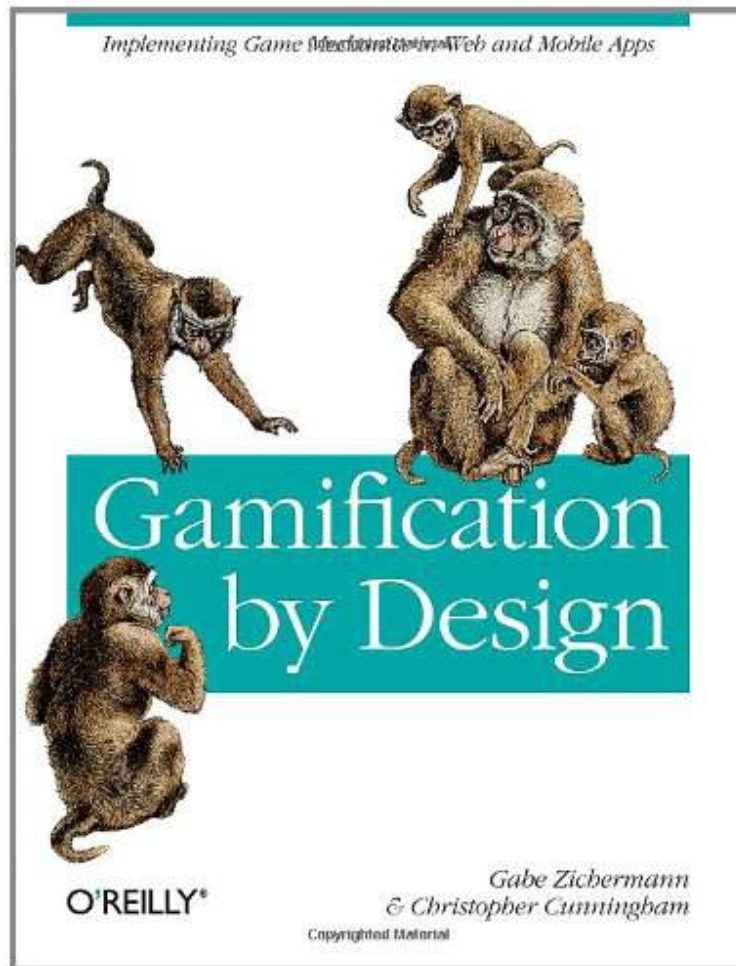


Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps

By Gabe Zichermann, Christopher Cunningham



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