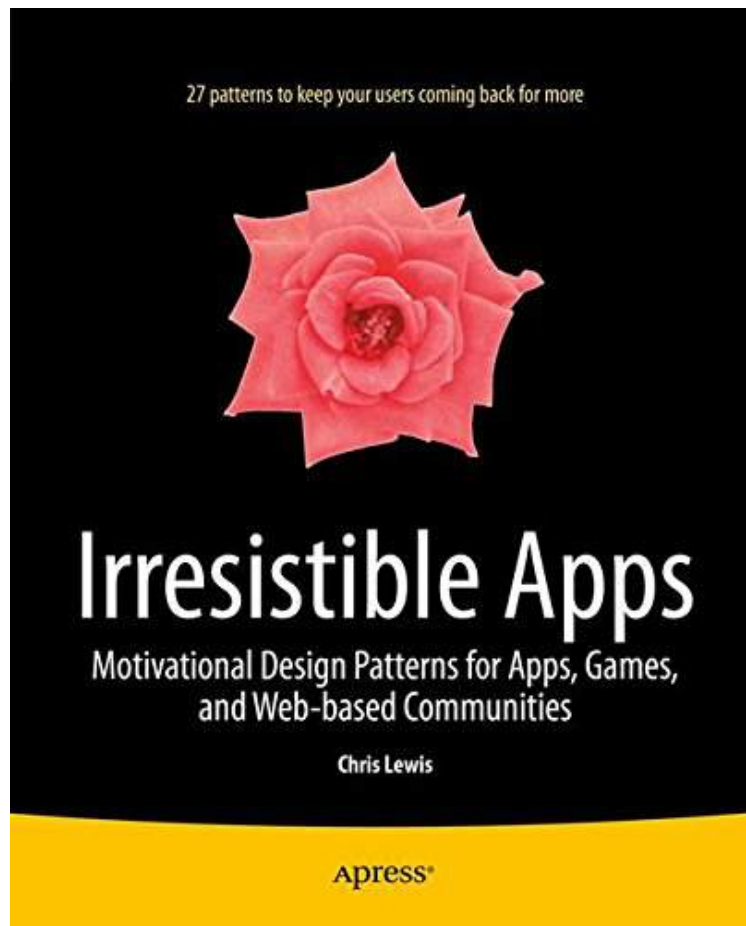


Irresistible Apps: Motivational Design Patterns for Apps, Games, and Web-based Communities

By Chris Lewis



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