

# **Loyalty 3.0: How To Revolutionize Customer And Employee Engagement With Big Data And Gamification (Business Books) By Rajat Paharia**



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Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification [Rajat Paharia] on Amazon.com. \*FREE\* For the Win: How Game Thinking Can Revolutionize Your Business. Total price: .. The idea of the book is to engage your clients and employees with game mechanics.

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Editorial Reviews. Review. A WALL STREET JOURNAL & NEW YORK TIMES BESTSELLER  
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Employee engagement experts from various backgrounds – HR, on Trust Across America's Top 100 Business Thought Leaders list. He is a leader in gamification and author of NY Times best seller Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification.

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Big Data. 1, 215–226 (2013) Kaplan, W.A., Wirtz, V.J., Stephens, P.: The market (2013) Kearney, A.: Big data and the creative destruction of today's business D.P.: Markets and hierarchies: analysis and antitrust implications (book review). R.: Loyalty 3.0: How to Revolutionize Customer and Employee Engagement

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This book is a solid introduction and resource for those who are new to Agile and Scrum development. Paharia is at the forefront of gamifying business, and is recognized for coining the phrase gamification. He is the author of Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and

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How to Revolutionize Customer and Employee Engagement with Big Data and to Using Big Data and Gamification to Motivate, Engage, & Engender Loyalty The book wraps up with a step-by-step guide on how to plan, design, build, and optimize your own LOYALTY 3.0 program, and drive meaningful business results.

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Today's loyalty programs are like the Bruce Willis character in the movie Loyalty 3.0: Big Data and Gamification Revolutionizing Engagement.

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