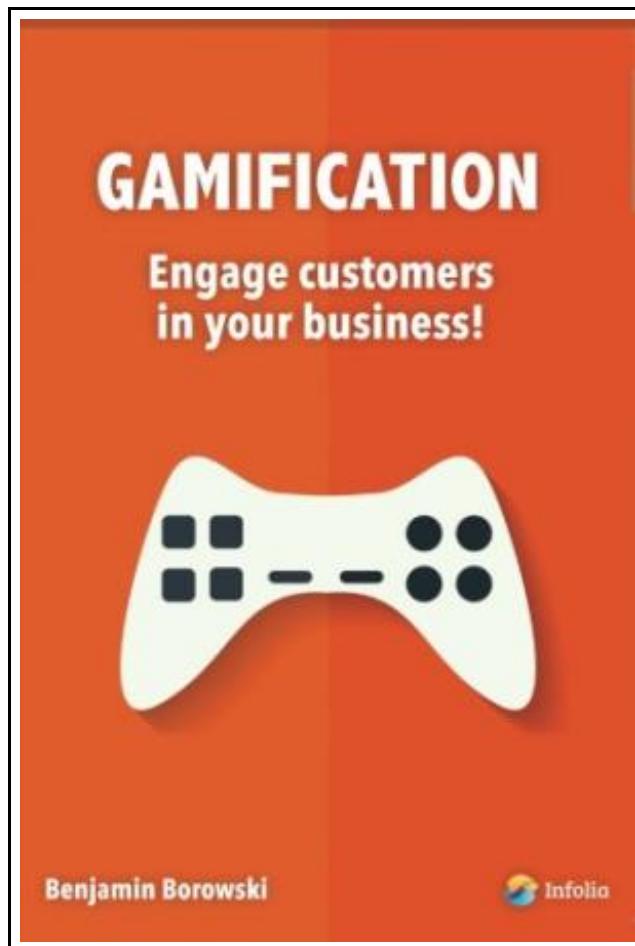


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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Gamification: the hottest marketing trend - learn how to win new audiences and engage existing customers. Are customers now less likely to engage fully in the life and activity of your company? The old myths about the power of pricing, wide product range, good selling location and frequent promotion aren't pulling in as much profit as before. Average customers are no longer responding to total sale or new product launch or available everywhere. They are fed up with that. They become fussier. But what if you could make your clients draw some pleasure from the same old and introduce a mechanism that can subtly provoke them to shop more often? Before you know it, they will get to love your products and start bringing in steadfast long-term proceeds to your company. It's possible, and we know how to do it! The solution you need is gamification. It's become one of the hottest trends in marketing right now. But best of all, it's a trend that actually works. What is gamification, exactly? Gamification is the use of game thinking and game mechanics to engage users in solving problems. says Wikipedia. But we won't fill your head with boilerplates and definitions: let's look at this simple example. Imagine you own a pub. You're thinking about selling more beer, but can't get it right. You tried slashing prices and had the buy one, get one free sales promotion, too. Sales didn't budge. How can you use gamification in a pub? You're going to need a waiter and a coin. Rather than entice customers by trying the buy one, get one promotion,...

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