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Loyalty 3.0 reveals how to combine this "big data" with the latest understanding of human motivation to power gamification - the data-driven motivational techniques used by game designers to stimulate engagement, participation, and activity.

Loyalty 3.0: How to Revolutionize Customer and Employee

Loyalty 3.0 is the game-changing leap you've been waiting for. When you create true loyalty among customers, employees, and business partners, you will generate a sustainable competitive advantage and win in your industry. Praise for Loyalty 3.0 "Relationships are the single greatest asset for all organizations.

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The Promise of Loyalty 3.0. Loyalty 3.0 marries interaction design, psychology, and data analysis to enable personalized challenges, social competition, group collaboration, and meaningful rewards that truly motivate and engage. This leads to more sales, stronger collaboration, better ROI, deeper loyalty, higher customer satisfaction and more.

Loyalty 3.0, The Gamification and Big Data Book | Bunchball

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Loyalty 3.0 is a e-book that might redefine the way you take into consideration loyalty, and may open your eyes to the ability of information to have interaction and encourage a person, anywhere.

Rajat Paharia's Loyalty 3.0: How to Revolutionize Customer

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Paharia calls this state of true engagement Loyalty 3.0 and the book describes the theory and practice of creating this state. But another way to look at his book is as a manual for applying ...

How Loyalty 3.0 Makes Positive Psychology Work for Business

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Loyalty Truth â€™“ Loyalty 3.0

The book provides a conceptual background of Loyalty 3.0 and its pillars, and offers excellent real-world cases of companies that have built successful Loyalty 3.0 programs. Loyalty 3.0 programs can help businesses of all size and recognition achieve a competitive advantage.

Loyalty 3.0: How big data and gamification are

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