



Even Ninja Monkeys Like to Play: Gamification, Game Thinking and Motivational Design

Mr Andrzej Christopher Marczewski

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A guide to using gamification and game thinking to create engaging experiences for people. This book takes you on journey through the theories on which gamification is built, onto practical advice for building gamified solutions.

"A book that dances in the space where psychology and game design meet, offering practical guidance to gamification - all tied together with Andrzej's best-in-class categorisation of what works most appropriately for whom." -- *Dr Richard Bartle, Professor of Game Design at the University of Essex, Author of "Designing Virtual Worlds"*

Andrzej Marczewski's book "Even Ninja Monkeys Like To Play" gives extraordinary and important knowledge upon the topic of gamification and game thinking strategies. It is a must read for anyone having a beginning interest or even for veterans of the topic. It provides more than a base of information for anyone to pick it up and understand the topic more deeply. -- *Dr. Anthony Bean, Ph.D., Video Game Expert and Researcher*

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