

# **Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, And Contests By Gabe Zichermann;Joselin Linder**



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## **The game mechanics of customer loyalty**

May 24, 2012 and author of the books Game-Based Marketing, The Game Mechanics of Customer Loyalty. 3.7k. Here are five ways to develop loyalty, based on

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Customer loyalty programmes, loyalty marketing and CRM from an international company with a wide breadth of experience working at every level of the process; planning

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