

**True loyalty is
like true love.
It's irrational,
hard to find & needs
constant effort.**

Andrzej Marczewski

A Story of Loyalty: Gamification World Congress 2015 Talk

Description

Just thought I would share the video of my talk on loyalty and Christmas turkey from Gamification World Congress 2015

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To give some context for the start – Bart Briers had just described me as The King of Gamification! At the end, I also caught him out as the talk was only 12 minutes long ?

If you are interested in [Gamification World Congress 2016](#), head over to their new [website](#) – you won't be sorry and there are loads of videos from the last one to watch.

If you want to learn more about loyalty, you could always grab my [book from Amazon](#) ?

Oh and here are the slides – enjoy!!

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Category

1. Gamification
2. Loyalty

Tags

1. christmas
2. loyalty
3. turkey

Date Created

15/06/2016

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