

The Little Cog doesn't understand how he can be as important as all of the other cogs in the machine. Can the Big Cog get him to see just how important he really is?

 The Little Cog is a modern day parable about purpose and value written for children and grown-ups alike, by Gamification author Andrzej Marczewski.



The Little Cog



by
Andrzej Marczewski

New Book and some Slides

Description

Quick update of stuff!

First, I have a new book out called “The Little Cog”. You may recognise that as I have told the story here before. It is about a little cog who is trying to understand his purpose in the wider world. It is a tongue in cheek message for managers everywhere – but my kids loved the book as well. Here is a link to get it from Amazon and also a video of me reading it!

The second part of this post is about Marczewski’s Core Principles of Gamification. This is a short series of slides I have released on SlideShare that goes through some of my core principles. They are a condensed version of blog posts on the site AND will be coming out as a small colour book in the next few days as well. Here are 3 of the 4 sets of slides that are in the book.

Enjoy!

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[Game thinking – Differences Between Games, Serious Games, Gamification and More.](#) from [Andrzej Marczewski](#)

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[The Intrinsic Motivation RAMP for Gamification](#) from [Andrzej Marczewski](#)

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[Gamification Player / User Types HEXAD](#) from [Andrzej Marczewski](#)

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1. Gamification
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Tags

1. author
2. book
3. principles
4. purpose
5. the little cog

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