



Gamificación: fundamentos y aplicaciones (UOC Business School) (Spanish Edition)

Ferran Teixes Argilés

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Este libro pretende ser una introducción a la gamificación para aquellas personas que quieran saber en qué consiste. Se ha dividido el texto en dos partes diferenciadas. En la primera parte se explica en qué consiste y en qué se basa, haciendo especial hincapié en los fundamentos psicológicos de un buen sistema de gamificación. Se analiza la relación que tiene con los juegos, cuáles pueden ser sus elementos principales y cómo se puede definir un modelo de gamificación. En la segunda parte se tratan las aplicaciones concretas de la gamificación en el mundo de la empresa, de la educación, de la salud, de la gestión pública e, incluso, en la vida cotidiana. Para completar las explicaciones, se han incluido entrevistas, realizadas por el autor, a personas que han aplicado, de manera real, la gamificación en distintos ámbitos.

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