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Drive deep engagement from the ground up Game Thinking is a proven innovation system based on techniques from hit games. By working on genre-defining games like The Sims, Rock Band, and Ultima Online, Game Thinking pioneer Amy Jo Kim learned that customers stick with products that help them get better at something they care about.

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Home - Amy Jo Kim  
That 's why I was eager to chat with Amy Jo Kim, who has written an excellent book, Game Thinking: Innovate smarter & drive deep engagement with design techniques from hit games. " Game thinking is the art and science of engaging your customers on the path to mastery. "

ELC 053: Creating Long-term Engagement with Game Thinking  
Learn how to drive deep engagement & super-charge your innovation process with 5 steps to finding product/market fit

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