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work in the industry in 2003. In 2015,
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Yu-kai was one of the earliest pioneers in Gamification, starting his work in the industry in 2003. In 2015, Yu-kai was rated #1 among the "Gamification Gurus Power 100" by RISE, and was also awarded "Gamification Guru of the Year

Award" for both 2014 and 2015 by the World Gamification Congress based in Europe.

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Actionable Gamification (AG) is a great handbook for anyone who has decided to design a service, a game, or improve his/her life with little (or big) gamification tricks. This book provides a lot of value. I mean, really a lot – a little investment in it will bring huge benefits in whatever you're creating.

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Yu-kai Chou is an Author and International Keynote Speaker on Gamification and Behavioral Design. He is the Original Creator of the Octalysis Framework, and the author of *Actionable Gamification: Beyond Points, Badges, and Leaderboards*. He is currently President of The Octalysis Group and the Founder of Octalysis Prime.

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