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Dave Gray, SVP Strategy, Dachis Group, is an author and management consultant who works with the world's leading companies to develop and execute winning strategies. His previous book, Gamestorming (O'Reilly), has sold more than 50,000 copies and has been translated into 14 languages.

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creating an environment for creative thinking and

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innovation can be a daunting challenge.

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The Gamestorming book is used in classes on interactive design and user experience, and social media marketing and referenced in innovation, product development, visual note taking and self-realization. Origins of games. The gamestorming culture originated in the 1970s in Silicon Valley.

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