Digital Gaming and the Advertising Landscape

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Published by Amsterdam University Press


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The publication of this book was made possible by the research project *Persuasive gaming. From theory-based design to validation and back*, funded by the Netherlands Organisation for Scientific Research (NWO; 2013-2018; project number 314-99-106).

Cover illustration: © Miguel Méndez

Cover design: Coördesign, Leiden

Lay out: Crius Group, Hulshout

ISBN 978 94 6298 715 9

e-ISBN 978 90 4853 867 6

DOI 10.5117/9789462987159

NUR 670

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To my son Jordi and my grandparents Celita and Cándido, because pursuing my dreams makes more sense thanks to three of them.