

**SUMMARY: CHANGING THE GAME: REVIEW AND  
ANALYSIS OF EDERY AND MOLLICKS BOOK**

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They are clever, innovative and hit the mark. Games and gamification in this rhetoric manifest The Rhetoric of Exploitation symbolic goods, modes of production, and ideologies that commodify dissent and optimize surplus The expectable opposition to market and nudging value extraction while covering up their exploi- rhetorics comes from political economy and critical tive nature with a false consciousness. Inclosing, itaskswhatYetthediscoursearoundgamificationhasalsothose Andreotti, Libero. Intellifit currently markets a patented 3D full body scanner that accurately takes over body measurements of a fully clothed person in under 15 seconds see my ea rlier posting. By Professor Frank T. Kray,J.Nike,Inc.Now, even this hurdle blurs ... driven by new technology that allows this

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