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Zynga Poker Case Solution. Introduction. The case introduces Zynga, a company that provides an online social gaming services with over 240 million active users monthly. The primary game provides by the company include Zynga Poker, Cityville, Farmville and Mafia Wars. The company started in 2007 co-founded by Mark Pincus.

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Aaron Smith Source: Harvard Business School 11 pages. Publication Date: March 15, 2013. Prod.

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still the low barriers of new entry which allows each new player to enter into a particular market and to entertain the customers more than the recent players.

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Gamification The Startup Owner's Manual

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