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Sommario/riassunto	Kevin Werbach is a leading expert on the legal, business, and public policy aspects of the Network Age. He is an associate professor of legal studies at The Wharton School, University of Pennsylvania, where he was named the first Iron Prof" for his gamification research. He co-led the review of the Federal Communications Commission for the Obama Administration's presidential transition team and served as an expert adviser to the FCC and the National Telecommunications and Information Administration. For nine years he organized Supernova, an influential executive technology conference.