Console Wars Sega Nintendo And The Battle That Defined A Generation

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Armada Ernest Cline 2016-02-23 Voor Zack Lightman is het een dag als alle andere. Hij zit uit het raam te staren tijdens een saaie les wiskunde. Plotseling ziet hij een ufo langsvliegen. Hij denkt dat hij gek is geworden. Als hij wat beter kijkt, weet hij wel zeker dat hij gek is geworden. Het ruimteschip ziet er namelijk precies zo uit als dat van de kwaadaardige aliens in Armada, de game waar Zack zo verslaafd aan is dat hij op de wereldwijde ranking op de zesde plek staat. Wat hij ziet blijkt allemaal echt te zijn. Aliens zijn vastbesloten de aarde te vernietigen en zullen binnen vierentwintig uur aanvallen. De wereld maakt zich op voor een verwoestende aanval. Zack en andere fanatieke spelers van Armada moeten drones besturen om te helpen de aarde te verdedigen. Het lot van de wereld ligt plots op de schouders van de nerds.

Console Wars Blake J. Harris 2014-05-13 Now a documentary on CBS All Access. Following the success of The Accidental Billionaires and Moneyball comes Console Wars—a mesmerizing, behind-the-scenes business thriller that chronicles how Sega, a small, scrappy gaming company led by an unlikely visionary and a team of rebels, took on the juggernaut Nintendo and revolutionized the video game industry. In 1990, Nintendo had a virtual monopoly on the video game industry. Sega, on the other hand, was just a faltering arcade company with big aspirations and even bigger personalities. But that would all change with the arrival of Tom Kalinske, a man who knew nothing about videogames and everything about fighting uphill battles. His unconventional tactics, combined with the blood, sweat and bold ideas of his renegade employees, transformed Sega and eventually led to a ruthless David-and-Goliath showdown with rival Nintendo. The battle was vicious, relentless, and highly profitable, eventually sparking a global corporate war that would be fought on several fronts: from living rooms and schoolyards to boardrooms and Congress. It was a once-in-a-lifetime, no-holds-barred conflict that pitted brother against brother, kid against adult, Sonic against Mario, and the US against Japan. Based on over two hundred interviews with former Sega and Nintendo employees, Console Wars is the underdog tale of how Kalinske miraculously turned an industry punchline into a market leader. It's the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, birth a $60 billion dollar industry. A best book of the year: NPR, Slate, Publishers Weekly, Goodreads

Playback – A Genealogy of 1980s British Videogames Alex Wade 2016-10-20 Through interviews with developers, gamers, and journalists examining the phenomena of bedroom coding, arcade gaming, and format wars, mapped onto enquiry into the seminal genres of the time including driving, shooting, and maze chase, Playback: A Genealogy of 1980s British Videogames examines how 1980s Britain has become the culture of work in the 21st century and considers its meaning to contemporary society. This crucial and timely work fills a lacuna for students and researchers of sociology, media, and games studies and will be of interest to employees of the videogames and media industries. Research into videogames have never been greater, but exploration of their historic drivers is as elided as the technology is influential, giving rise to a range of questions. What were the social and economic conditions that gave rise to a billion dollar industry? What were the motivations of the early 'bedroom coders'? What are the legacies of the seminal videogames of the 1980s and how do they inform the current social, political and cultural landscape? With a focus on the characteristics of the UK videogame industry in the 1980s, Wade explores these questions from perspectives of consumption, production and leisure, outlining the construction of a habitus unique to this time.

Time Rich Steve Glaveski 2020-11-02 Recover wasted time and start living your fullest life Most of us wouldn't dare give away our money, but when it comes to time, we let it go without a second thought. Business and creative professionals often dedicate long hours to their work, with little to show for it. We take on more than we should, we treat everything as urgent, and we attend pointless meetings. This book can help you see where you might be sabotaging your own goals. Time Rich helps you identify where you're losing personal time and mismanaging career time. Through practical productivity tools and techniques, author and entrepreneur Steve Glaveski will show you how to be more productive at work, have more time to pursue your personal and life goals, and build a culture that supports achieving objectives without risking burnout. Learn how to: • Identity how you are wasting time • Manage your attention, get into the zone and stay there longer • Prioritise, automate and outsource tasks •

Optimise your mind and body Time Rich is a blueprint for recovering your work hours, achieving more and spending time where it matters most. ‘Steve Glaveski understands something that few leaders have figured out: it's possi¬ble to do less and get more done. This book offers a blueprint for working smarter.’ Adam Grant, New York Times best-selling author of Originals and Give and Take, and host of the chart-topping TED podcast WorkLife ‘Time isn't money; it's something of far more value. Glaveski makes the case that we ought to be protecting our time much more than we product other resources. And best of all, he shows you how.’ David Burkus, author of Under New Management ‘Steve Glaveski offers countless ways to get more out of each day by being Time Rich.’ Nir Eyal, best-selling author of Hooked and Indistractable ‘Time Rich by Steve Glaveski makes a compelling argument for abandoning the archaic historical artefact of an 8 hour work-day (or any other arbitrary sum of time) as outmoded and irrelevant to the way we live and do our best work today. Glaveski offers both big ideas and specific techniques to contain or eliminate such time-snatching demons as meetings, email and social media. Reclaim the value of your time by forsaking the management of it and learning instead to manage energy, efficiency and attention — inputs with far greater impact on output and outcomes, not to mention quality of life.’ Whitney Johnson, award-winning author of Disrupt Yourself and Build an A-Team ‘Time Rich is a fascinating look into why we're all so ‘busy’ — and how to gain back our most precious resource. Whether you're a beginner or a seasoned productivity geek, this book will change your life.’ Jonathan Levi, author, podcaster, and founder of SuperHuman Academy ‘A very worthwhile read for ambitious professionals to achieve that elusive work-life holy grail: being present and engaged at home without sacrificing anything on the work front — and even, perhaps, becoming more productive than you ever thought you could be.’ Andy Molinsky, award-winning author of Global Dexterity and Reach

The Rise of the New Network Industries Juan Montero 2021-05-05 Cutting through the confusion around the nature and implications of digitalization, this book explores the rise of the new digital networks, how they affect traditional infrastructure, and how they will eventually need to be regulated. The authors examine how digitalization affects infrastructures in telecommunications, transport, and energy, and how digital platforms establish themselves as a new network on top of and in addition to traditional ones. Complex concepts are introduced through short and colorful stories about the founders of the most popular platforms (Google, Facebook, Skype, Uber, etc.) and how they grew to positions of power, drawing parallels with century-old traditional network industries' monopoly power (AT&T, General Electric, etc.). The authors argue that these digital platforms strongly interfere with traditional infrastructures that are heavily regulated and provide essential services for society – meaning that digital platforms should be considered as a new and much more powerful type of infrastructure and will require regulation accordingly. A global audience of policy makers, public authorities, consultants, lawyers, students, and academics, as well as anyone with an interest in these digital platforms, will find this book enlightening and essential reading.

Mastering the Game: World Intellectual Property Organization "Mastering the Game" provides professionals in the videogames industry with practical insights and guidance on legal and business issues related to the use of intellectual property protection in this area. The training material takes the reader through all stages of the game development and distribution process pointing out the role of intellectual property in relation to the various uses of the content.

Summary and Analysis of The Tetris Effect: The Game that Hypnotized the World Worth Books 2017-04-25 So much to read, so little time? This brief overview of The Tetris Effect tells you what you need to know—before or after you read Dan Ackerman's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of The Tetris Effect includes: Historical context Chapter-by-chapter summaries Profiles of the main characters Detailed timeline of key events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About The Tetris Effect: The Game that Hypnotized the World by Dan Ackerman: In his book The Tetris Effect, Dan Ackerman provides an informative, intriguing account of the history of one of the world's most popular video games. The surprising story begins in Soviet Russia, where computer researcher Alexey Pajitnov programmed the first version of Tetris using outdated software—before it spread westward and went viral. As the addictive game grew in popularity around the world, so did the fight for its ownership. Learn about the early days of Cold War–era computer programming, the people and companies who sought control of the intellectual property, and how playing Tetris physically impacts our brains. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

One Up Joost van Dreunen 2020-10-06 What explains the massive worldwide success of video games such as Fortnite, Minecraft, and Pokémon Go? Game companies and their popularity are poorly understood and often ignored from the standpoint of traditional business strategy. Yet this industry generates billions in revenue by thinking creatively about digital distribution, free-to-play content, and phenomena like e-sports and live streaming. What lessons can we draw from its major successes and failures about the future of entertainment? One Up offers a pioneering empirical analysis of innovation and strategy in the video game industry to explain how it has evolved from a fringe activity to become a mainstream form of entertainment. Joost van Dreunen, a widely recognized industry expert with over twenty years of experience, analyzes how game makers, publishers, and platform holders have tackled strategic challenges to make the video game industry what it is today. Using more than three decades of rigorously compiled industry data, he demonstrates that video game companies flourish when they bring the same level of creativity to business strategy that they bring to game design. Filled with case studies of companies such as Activision

Blizzard, Apple, Electronic Arts, Epic Games, Microsoft, Nexon, Sony, Take-Two Interactive, Tencent, and Valve, this book forces us to rethink common misconceptions around the emergence of digital and mobile gaming. One Up is required reading for investors, creatives, managers, and anyone looking to learn about the major drivers of change and growth in contemporary entertainment.

Music in the Role-Playing Game William Gibbons 2019-08-06 Music in the Role-Playing Game: Heroes & Harmonies offers the first scholarly approach focusing on music in the broad class of video games known as role-playing games, or RPGs. Known for their narrative sophistication and long playtimes, RPGs have long been celebrated by players for the quality of their cinematic musical scores, which have taken on a life of their own, drawing large audiences to live orchestral performances. The chapters in this volume address the role of music in popular RPGs such as Final Fantasy and World of Warcraft, delving into how music interacts with the gaming environment to shape players' perceptions and engagement. The contributors apply a range of methodologies to the study of music in this genre, exploring topics such as genre conventions around music, differences between music in Japanese and Western role-playing games, cultural representation, nostalgia, and how music can shape deeply personal game experiences. Music in the Role-Playing Game expands the growing field of studies of music in video games, detailing the considerable role that music plays in this modern storytelling medium, and breaking new ground in considering the role of genre. Combining deep analysis with accessible personal accounts of authors' experiences as players, it will be of interest to students and scholars of music, gaming, and media studies.

Fundamentals of Game Development Heather Chandler 2011-08-24 What is a game? -- The game industry -- Roles on the team -- Teams -- Effective communication -- Game production overview -- Game concept -- Characters, setting, and story -- Game requirements -- Game plan -- Production cycle -- Voiceover and music -- Localization -- Testing and code releasing -- Marketing and public relations.

The Video Games Textbook Brian J. Wardyga 2018-08-06 The Video Games Textbook takes the history of video games to another level, with visually-stimulating, comprehensive, and chronological chapters that are relevant and easy to read for a variety of students. Every chapter is a journey into a different era or area of gaming, where readers emerge with a strong sense of how video games evolved, why they succeeded or failed, and the impact they had on the industry and human culture. Written to capture the attention and interest of both domestic and international college students, each chapter contains a list of objectives and key terms, illustrative timelines, arcade summaries, images and technical specifications of all major consoles.

Secrets of Video Game Consoles Michael Hart 2022-12-31 Did you know the Nintendo Wii had a medical condition named after it? Or that the Sega Saturn almost had the Nintendo 64's graphics chip? Did you realize the Atari Jaguar contained five different processors? Are you aware that a fake website about beekeeping was used to promote an Xbox game? Learn about all of this and more in this unique trivia book about the history of video game consoles that gives you the complete stories in detail! These facts cover a wide range of subjects, such as which console introduced certain technology and features, esoteric hardware oddities, marketing fails and successes, stories behind key games, how certain indispensable people shaped the whole industry, development history, court cases, peculiar events, weird relationships between companies and technical explanations. Plenty of these would be obscure facts that you may not know, but even if you are familiar with them, do you know the full story? 31 video game consoles stretching from 1972 to 2017 are covered, containing more than 235 in-depth facts, numerous other pieces of trivia and over 350 images to create a single package unlike any other that gamers of all ages will find interesting! If you want to fill your head with plenty of knowledge about your favorite video game consoles to amaze your friends with, then this book is for you!

Vintage Games 2.0 Matt Barton 2019-05-08 Super Mario Bros. Doom. Minecraft. It's hard to imagine what life would be like today without video games, a creative industry that now towers over Hollywood in terms of both financial and cultural impact. The video game industry caters to everyone, with games in every genre for every conceivable electronic device--from dedicated PC gaming rigs and consoles to handhelds, mobile phones, and tablets. Successful games are produced by mega-corporations, independent studios, and even lone developers working with nothing but free tools. Some may still believe that video games are mere diversions for children, but today's games offer sophisticated and wondrously immersive experiences that no other media can hope to match. Vintage Games 2.0 tells the story of the ultimate storytelling medium, from early examples such as Spacewar! and Pong to the mind blowing console and PC titles of today. Written in a smart and engaging style, this updated 2nd edition is far more than just a survey of the classics. Informed by hundreds of in-depth personal interviews with designers, publishers, marketers, and artists--not to mention the author's own lifelong experience as a gamer--Vintage Games 2.0 uncovers the remarkable feats of intellectual genius, but also the inspiring personal struggles of the world's most brilliant and celebrated game designers--figures like Shigeru Miyamoto, Will Wright, and Roberta Williams. Ideal for both beginners and professionals, Vintage Games 2.0 offers an entertaining and inspiring account of video game's history and meteoric rise from niche market to global phenomenon. Credit for the cover belongs to Thor Thorvaldson.

Game History and the Local Melanie Swalwell 2021-05-24 This book brings together essays on game history and historiography that reflect on the significance of locality. Game history did not unfold uniformly and the particularities of space and place matter, yet most digital game and software histories are silent with respect to geography. Topics covered include: hyper-local games; temporal anomalies in platform arrival and obsolescence; national videogame workforces; player memories of the places of

gameplay; comparative reception studies of a platform; the erasure of cultural markers; the localization of games; and perspectives on the future development of 'local' game history. Chapters 1 and 12 are available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

Gamish Edward Ross 2020-11-05 *Shortlisted for the British Book Design and Production Award for Graphic Novels* 'A love letter to gaming in all its forms - from board games, to role-play, to virtual reality and video games. For fans of gaming, this is the perfect read. For those new to gaming, it is the perfect introduction' The Scotsman A thrilling illustrated journey through the history of video games and what they really mean to us Pac-Man. Mario. Minecraft. Doom. Ever since he first booted up his brother's dusty old Atari, comic artist Edward Ross has been hooked on video games. Years later, he began to wonder: what makes games so special? Why do we play? And how do games shape the world we live in? This lovingly illustrated book takes us through the history of video games, from the pioneering prototypes of the 1950s to the modern era of blockbuster hits and ingenious indie gems. Exploring the people and politics behind one of the world's most exciting art-forms, Gamish is a love letter to something that has always been more than just a game.

Kids' TV Grows Up Jo Holz 2017-08-23 In the early days of television, suburban families welcomed TV into their homes as an electronic babysitter that would also teach their children about the world. Children's programming soon came to play a key role in the development of mass culture, promoting the shared interests, norms and vocabulary through which children interact with peers and define themselves as a cohort. This social history examines the forces driving the development of children's television in the U.S., from its inception to the present. Analyses of iconic programs reveal how they influenced our concept of childhood.

Super Power, Spoony Bards, and Silverware Dominic Arsenault 2017-09-01 How the Super Nintendo Entertainment System embodied Nintendo's resistance to innovation and took the company from industry leadership to the margins of videogaming. This is a book about the Super Nintendo Entertainment System that is not celebratory or self-congratulatory. Most other accounts declare the Super NES the undisputed victor of the "16-bit console wars" of 1989–1995. In this book, Dominic Arsenault reminds us that although the SNES was a strong platform filled with high-quality games, it was also the product of a short-sighted corporate vision focused on maintaining Nintendo's market share and business model. This led the firm to fall from a dominant position during its golden age (dubbed by Arsenault the "ReNESsance") with the NES to the margins of the industry with the Nintendo 64 and GameCube consoles. Arsenault argues that Nintendo's conservative business strategies and resistance to innovation during the SNES years explain its market defeat by Sony's PlayStation. Extending the notion of "platform" to include the marketing forces that shape and constrain creative work, Arsenault draws not only on game studies and histories but on game magazines, boxes, manuals, and advertisements to identify the technological discourses and business models that formed Nintendo's Super Power. He also describes the cultural changes in video games during the 1990s that slowly eroded the love of gamer enthusiasts for the SNES as the Nintendo generation matured. Finally, he chronicles the many technological changes that occurred through the SNES's lifetime, including full-motion video, CD-ROM storage, and the shift to 3D graphics. Because of the SNES platform's architecture, Arsenault explains, Nintendo resisted these changes and continued to focus on traditional gameplay genres.

Focus On: 100 Most Popular Canadian Male Film Actors Wikipedia contributors

Get in the Game Jonathan Stringfield 2022-07-15 An essential guide for marketers and execs wishing to integrate their brands with modern games and esports In Get in the Game: How to Level Up Your Business with Gaming, Esports, and Emerging Technologies, decorated gaming and social media research and marketing executive Jonathan Stringfield delivers a roadmap to understanding and navigating marketing and business integrations into the gaming ecosystem: who plays games (and why), how modern games are created and oriented around the world of esports, and where brands can get involved with modern games. This book explains the breadth and depth of the gaming audience, describing the rapidly changing demographics of modern games and the various motivations gamers have for playing games. It also unpacks the history of gaming and how it has impacted the creative processes and output from the industry. Finally, it offers a practical guide for brands wishing to integrate themselves into new gaming environments, with an emphasis on maximizing success for marketers, developers, content creators, and fans. Get in the Game provides: A thorough introduction to why marketers and executives must pay closer attention to gaming, as well as existing roadblocks to understanding the gaming industry Comprehensive explorations of the psychology and motivations of gaming, and implications towards messaging and brand safety. Practical discussions of gaming as a competitive platform or streaming viewing experience. In-depth examinations of gaming ad placements, deep marketing integrations between companies and games, and future directions for the industry and how it relates to the emergence of the metaverse. Perfect for marketing strategists, brand managers, and Chief Marketing Officers, Get in the Game will also earn a place in the libraries of executives seeking to connect with the misunderstood yet largest segment in consumer entertainment.

Transactions on Computational Science XXVI Marina L. Gavrilova 2016-01-22 This, the 26th issue of the Transactions on Computational Science journal, is comprised of ten extended versions of selected papers from the International Conference on Cyberworlds 2014, held in Santander, Spain, in June 2014. The topics covered include areas of virtual reality, games, social networks, haptic modeling, cybersecurity, and applications in education and arts.

Chaucer's Losers, Nintendo's Children, and Other Forays in Queer Ludonarratology Tison Pugh 2019-12-01 Tison Pugh examines the intersection of narratology, ludology, and queer studies, pointing to the ways in which the blurred boundaries between game and narrative provide both a textual and a metatextual space of queer narrative potential. By focusing on these three distinct yet complementary areas, Pugh shifts understandings of the way their play, pleasure, and narrative potential are interlinked. Through illustrative readings of an eclectic collection of cultural artifacts—from Chaucer's Canterbury Tales to Nintendo's Legend of Zelda franchise, from Edward Albee's dramatic masterpiece Who's Afraid of Virginia Woolf? to J. K. Rowling's Harry Potter fantasy novels—Pugh offers perspectives of blissful ludonarratology, sadomasochistic ludonarratology, the queerness of rules, the queerness of godgames, and the queerness of children's questing video games. Collectively, these analyses present a range of interpretive strategies for uncovering the disruptive potential of gaming texts and textual games while demonstrating the wide applicability of queer ludonarratology throughout the humanities.

Console Wars Blake J. Harris 2019

Game Engine Black Book: DOOM Fabien Sanglard It was early 1993 and id Software was at the top of the PC gaming industry. Wolfenstein 3D had established the First Person Shooter genre and sales of its sequel Spear of Destiny were skyrocketing. The technology and tools id had taken years to develop were no match for their many competitors. It would have been easy for id to coast on their success, but instead they made the audacious decision to throw away everything they had built and start from scratch. Game Engine Black Book: Doom is the story of how they did it. This is a book about history and engineering. Don't expect much prose (the author's English has improved since the first book but is still broken). Instead you will find inside extensive descriptions and drawings to better understand all the challenges id Software had to overcome. From the hardware -- the Intel 486 CPU, the Motorola 68040 CPU, and the NeXT workstations -- to the game engine's revolutionary design, open up to learn how DOOM changed the gaming industry and became a legend among video games.

How to Turn Down a Billion Dollars Billy Gallagher 2018-02-13 "In the grand tradition of Ben Mezrich's The Accidental Billionaires (2009)… an engaging look into a fascinating subculture of millions." —Booklist "Breezy…How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." —Wall Street Journal The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In How to Turn Down a Billion Dollars, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had sent. After an epic feud between best friends, Brown lost his stake in the company, while Spiegel has gone on to make a name for himself as a visionary—if ruthless—CEO worth billions, linked to celebrities like Taylor Swift and his wife, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company's founding trio, Gallagher has covered Snapchat from the start. He brings unique access to a company Bloomberg Business called "a cipher in the Silicon Valley technology community." Gallagher offers insight into challenges Snapchat faces as it transitions from a playful app to one of the tech industry's preeminent public companies. In the tradition of great business narratives, How to Turn Down a Billion Dollars offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

Assassins creed - renaissance Oliver Bowden 2013-05-03 Ik zal ze allemaal wreken, zij die mijn familienaam hebben verraden. Ik, Ezio Auditore di Firenze, ik kan een kille moordenaar zijn. Florence, 1476: Lorenzo de Medici leidt de stad, die wordt beheerst door rivaliteit tussen de bankiersfamilie Vieri en de familie van marktkooplui Auditore. De zeventienjarige Ezio Auditore stelt alles in het werk om het verzet tegen de Vieri s van de grond te krijgen. Die halen Ezio s familie voortdurend door het slijk. De grond wordt de Auditores te heet onder de voeten en Ezio s vader besluit dat zijn zoon tijdelijk moet verdwijnen. Hij stuurt hem op een belangrijke missie: cruciale documenten bezorgen bij Lorenzo de Medici. Op zijn weg ontmoet Ezio invloedrijke wijzen als Leonardo da Vinci en Niccolò Machiavelli. Hij weet dat hun kennis voor hem van het grootste belang is om te overleven. In zijn strijd om corruptie te lijf te gaan en de reputatie van zijn familie in ere te herstellen, groeit hij uit tot een bekwaam moordenaar. Voor zijn tegenstanders is hij een nachtmerrie, maar voor zijn bondgenoten ontwikkelt Ezio zich tot een kracht van hoop en verandering. De waarheid zal geschreven worden in bloed.

The History of the Future Blake J. Harris 2019-11-12 The dramatic, larger-than-life true story behind the founding of Oculus and its quest for virtual reality, by the bestselling author of Console Wars. From iconic books like Neuromancer to blockbuster films like The Matrix, virtual reality has long been hailed as the ultimate technology. But outside of a few research labs and military training facilities, this tantalizing vision of the future was nothing but science fiction. Until 2012, when Oculus founder Palmer Luckey—then just a rebellious teenage dreamer living alone in a camper trailer—invents a device that has the potential to change everything. With the help of a videogame legend, a serial entrepreneur and many other colorful characters, Luckey's scrappy startup kickstarts a revolution and sets out to bring VR to the masses. As with most underdog stories, things don't quite go according to plan. But what happens next turns out to be the ultimate entrepreneurial journey: a tale of battles won and lost, lessons

learned and neverending twists and turns—including an unlikely multi-billion-dollar acquisition by Facebook's Mark Zuckerberg, which shakes up the landscape in Silicon Valley and gives Oculus the chance to forever change our reality. Drawing on over a hundred interviews with the key players driving this revolution, The History of the Future weaves together a rich, cinematic narrative that captures the breakthroughs, breakdowns and human drama of trying to change the world. The result is a super accessible and supremely entertaining look at the birth of a game-changing new industry.

Transnational Contexts of Development History, Sociality, and Society of Play S. Austin Lee 2017-01-21 This book examines the historical background of game development, offline and online gamer interactions, and presents a method to study the health impacts of digital games in East Asia. Focusing on examinations of how video games shape external interactions with the world as well as internal spaces, Lee and Pulos' volume brings together a range of approaches and regions to understand the impact of video games in East Asia and beyond. Contributions range from assessments of Nintendo's lasting technological impact in Japan and globally to analyses of mobile social gaming among teenage girls in Korea, with qualitative and quantitative methodologies set in contact with one another to offer a full spectrum of perspectives on video gaming and its profound cultural impact.

Artifacts from Modern America Helen Sheumaker 2017-11-03 This intriguing book examines how material objects of the 20th century—ranging from articles of clothing to tools and weapons, communication devices, and toys and games—reflect dominant ideas and testify to the ways social change happens. • Supplies numerous examples of the ways in which American innovation depended on immigrants who invented new technologies and contributed immeasurably towards a uniquely powerful American economy • Demonstrates how American material life was created through globalization, from products imported into this country, such as Atari's video game console, to American products dependent upon imported materials, such as American cigarettes that used imported tobacco, and the coffee percolator on the kitchen table, serving up imported brewed coffee beans • Highlights how the ongoing struggle to achieve true equality and democracy is evidenced through objects such as a voting machine from 1900, the bus that Rosa Parks boarded, the buttons worn by gay rights activists, and the robe Muhammad Ali, a converted Muslim American, fought in—material items that played a role in the ongoing project of American political life

Who Are You? Alex Custodio 2020-10-13 The Game Boy Advance platform as computational system and cultural artifact, from its 2001 release through hacks, mods, emulations, homebrew afterlives. In 2002, Nintendo of America launched an international marketing campaign for the Game Boy Advance that revolved around the slogan "Who Are You?"--asking potential buyers which Nintendo character, game, or even device they identified with and attempting to sell a new product by exploiting players' nostalgic connections to earlier ones. Today, nearly two decades after its release, and despite the development of newer and more powerful systems, Nintendo's Game Boy Advance lives on, through a community that continues to hack, modify, emulate, make, break, remake, redesign, trade, use, love, and play with the platform. In this book Alex Custodio traces the network of hardware and software afterlives of the Game Boy Advance platform.

Debugging Game History Henry Lowood 2016-06-03 Essays discuss the terminology, etymology, and history of key terms, offering a foundation for critical historical studies of games. Even as the field of game studies has flourished, critical historical studies of games have lagged behind other areas of research. Histories have generally been fact-by-fact chronicles; fundamental terms of game design and development, technology, and play have rarely been examined in the context of their historical, etymological, and conceptual underpinnings. This volume attempts to "debug" the flawed historiography of video games. It offers original essays on key concepts in game studies, arranged as in a lexicon—from "Amusement Arcade" to "Embodiment" and "Game Art" to "Simulation" and "World Building." Written by scholars and practitioners from a variety of disciplines, including game development, curatorship, media archaeology, cultural studies, and technology studies, the essays offer a series of distinctive critical "takes" on historical topics. The majority of essays look at game history from the outside in; some take deep dives into the histories of play and simulation to provide context for the development of electronic and digital games; others take on such technological components of games as code and audio. Not all essays are history or historical etymology—there is an analysis of game design, and a discussion of intellectual property—but they nonetheless raise questions for historians to consider. Taken together, the essays offer a foundation for the emerging study of game history. Contributors Marcelo Aranda, Brooke Belisle, Caetlin Benson-Allott, Stephanie Boluk, Jennifer deWinter, J. P. Dyson, Kate Edwards, Mary Flanagan, Jacob Gaboury, William Gibbons, Raiford Guins, Erkki Huhtamo, Don Ihde, Jon Ippolito, Katherine Isbister, Mikael Jakobsson, Steven E. Jones, Jesper Juul, Eric Kaltman, Matthew G. Kirschenbaum, Carly A. Kocurek, Peter Krapp, Patrick LeMieux, Henry Lowood, Esther MacCallum-Stewart, Ken S. McAllister, Nick Monfort, David Myers, James Newman, Jenna Ng, Michael Nitsche, Laine Nooney, Hector Postigo, Jas Purewal, Reneé H. Reynolds, Judd Ethan Ruggill, Marie-Laure Ryan, Katie Salen Tekinbaş, Anastasia Salter, Mark Sample, Bobby Schweizer, John Sharp, Miguel Sicart, Rebecca Elisabeth Skinner, Melanie Swalwell, David Thomas, Samuel Tobin, Emma Witkowski, Mark J.P. Wolf

Rethinking a Nation Philip Jenkins 2019-06-22 The US continues to be the world's most powerful nation, an enormous driver of culture and technology. The present century has witnessed many momentous (and controversial) developments, the full significance of which may take many years to assess. Rethinking a Nation offers an ambitious, historically-informed analysis to help readers understand the current state of US affairs and their likely future course. Providing a survey of US history since 2000, and considering the current state of the nation in light of the events of the past two decades, Philip Jenkins discusses the impact of the

9/11 attacks and the two lengthy wars that ensued; the causes and outcome of the economic near-collapse of 2008; critical debates over the proper role of the state in matters like health care; and the stark decline of traditional industries and working class communities. At the fore in his exploration are themes of the growing gulf between old and new Americas; the crisis of whiteness; the challenge to masculinity; the pervasive impacts of technology; surging inequality; and the new American role in a multipolar world. With chapters covering topics and issues such as race and immigration, the Obama government, protest movements, gender and sexuality, climate change debates, social media, fracking, the Trump election, and the US in global context, this is an essential text for undergraduate and postgraduate students of American history and anyone seeking to understand the contemporary US.

De verborgen meisjes van Kabul Jenny Nordberg 2015-04-03 De meisjes en vrouwen in Afghanistan worden gediscrimineerd, vernederd en beschouwd als last voor de gemeenschap. Veel ouders vermommen een van hun dochters als jongen om betere kansen voor zichzelf en hun familie te creëren. Zo kunnen de meisjes wel een opleiding volgen, geld verdienen en de maatschappelijke positie van de familie verstevigen. Maar zodra ze in de puberteit komen wordt er van ze verwacht dat ze veranderen in gehoorzame, huwbare vrouwen. Voor veel meisjes is die ommekeer niet eenvoudig. De vrijheid en het respect die ze genoten staan in schril contrast met wat de toekomst hun biedt. Jenny Nordberg vertelt de verhalen van deze meisjes en vrouwen, onder wie de vijfendertigjarige Shukria, moeder van drie, die tot een huwelijk is gedwongen, en de vijftienjarige Zahra die weigert om vrouw te worden: als alles je wordt afgenomen, waarom zou je dan een vrouw willen zijn?

The Media Snatcher Carl Therrien 2019-10-08 An in-depth exploration of a neglected video game platform of the 1990s and a reflection on the way we construct the cultural history of video games. In The Media Snatcher, Carl Therrien offers an in-depth exploration of NEC's PC Engine/TurboGrafx-16, a little-studied video game platform released in the late 1980s. The PC Engine was designed to bring technological expandability to the world of game consoles; The Media Snatcher's subtitle evokes some of the expansions and the numerous rebranded versions of the system released by NEC, including the first CD-ROM add-on in video game history. The platform makers hoped that expandability would allow its console to remain at the cutting edge and even catch up with such perceptually rich media as cinema and anime. More than a simple shape-shifter, the PC Engine became a media snatcher. Therrien examines the multidirectional interactions of video game technologies, commercial structures, and cultural dynamics. He considers, among other things, hyperbolic marketing and its impact on how we construct video game history; glitches, technological obsolescence, and the difficulty of conducting media archaeology of the recent past; the emergence of male-centered power fantasies through audiovisual rewards; the rise of original genres such as visual novels; and the sustained efforts to integrate PC Engine software in the sprawling media landscape of Japan (where the PC Engine found much of its success). Avoiding the usual techno-industrial glorification, Therrien recounts the bold technological aspirations of the platform makers and the struggles to make the actual technology realize its potential.

Entertainment Industry Economics Harold L. Vogel 2020-07-23 Fully updated, this edition offers a unique, integrated approach to the economics and financing of entertainment and media sectors.

Jungle Up (Thomas Prescott Book 5) Nick Pirog 2021-04-27 "A retired homicide detective braves the Bolivian jungles to rescue the woman he loves…A fascinating backdrop, exciting adventures, plenty of twists." - Kirkus Reviews "Jungle Up is a fabulous read, with vivid settings, fascinating characters, and a plot that takes the reader into the heart of the jungle and beyond. I highly recommend this book." -Douglas Preston, #1 New York Times bestselling author   "This is wry, rollicking fun. Pirog's easygoing hero battles everything from cannibals and cartels to scorpions and snakes…lots of snakes. And the payoff? A treasure more valuable than gold." -Brian Freeman, New York Times bestselling author of The Deep, Deep Snow "Witty and action-packed, I loved it. Jungle Up is the kind of escape we've all been craving." -A.G. Riddle, Wall Street Journal bestselling author of The Atlantis Gene "Please find me, Thomas! Please!" Two years ago, Dr. Gina Brady broke Thomas Prescott's heart, but now her panic-stricken satellite phone call starts it beating again with a fury. Thugs kidnapped the good doctor from the remote jungle village where she was working, and now the retired homicide detective's expert skills are desperately needed to save her. Led by a colorful, but perhaps untrustworthy local guide, Prescott journeys deep into the Bolivian Amazon, plunging into a world where the only thing more dangerous than the gun-toting drug traffickers and the ruthless tribesmen, is the jungle itself. When Gina's trail leads to a chance encounter with an archaeological expedition, the search for the missing doctor takes on even deadlier consequences. But Prescott will not relent in this punishing quest until, once again, he holds Gina in his arms. The books in The Thomas Prescott Series can be enjoyed in any order, so grab Jungle Up and get started today.

The History of Video Games Charlie Fish 2021-05-30 This book is a potted history of video games, telling all the rollercoaster stories of this fascinating young industry that's now twice as big globally than the film and music industries combined. Each chapter explores the history of video games through a different lens, giving a uniquely well-rounded overview. Packed with pictures and stats, this book is for video gamers nostalgic for the good old days of gaming, and young gamers curious about how it all began. If you've ever enjoyed a video game, or you just want to see what all the fuss is about, this book is for you. There are stories about the experimental games of the 1950s and 1960s; the advent of home gaming in the 1970s; the explosion – and implosion – of arcade gaming in the 1980s; the console wars of the 1990s; the growth of online and mobile games in the 2000s; and we get right up to date with the 2010s, including such cultural phenomena as twitch.tv, the Gamergate scandal, and Fortnite.

But rather than telling the whole story from beginning to end, each chapter covers the history of video games from a different angle: platforms and technology, people and personalities, companies and capitalism, gender and representation, culture, community, and finally the games themselves.

Changing Asian Business Systems Richard Whitley 2016-02-26 This book brings together scholars from different disciplines to examine the evolving patterns of economic organisation across Northeast and Southeast Asia against the backdrop of market liberalisation, political changes and periodic economic crises since the 1990s. More specifically, it provides an interdisciplinary account of variations, continuities and changes in the institutional structures that shape business systems and practices and govern innovation patterns, together with analyses of their impact on established systems of economic coordination and control. In line with this analytical focus, the project has three different yet interrelated objectives. In the first place, building on the comparative business systems framework, it elucidates the nature and properties of business system changes and continuities in Asia since the 1990s. Second, it develops novel theoretical propositions concerning the primary causes of these changes and continuities, representing a collective effort to theorise the changing varieties of Asian economic organisation. Finally, it explores the causal pathways through which the changing institutional structures governing business systems have shaped and reshaped innovation strategies and trajectories across the national, sectoral and firm levels of analysis.

Algoritmes aan de macht Hannah Fry 2018-12-11 Stel, je staat terecht. Wie laat je liever beslissen over je lot: een foutgevoelige want menselijke rechter of een algoritme zonder enige empathie? Stel, je koopt een zelfrijdende auto. Wil je dat die zo veel mogelijk levens redt bij een botsing, of dat hij de eigen inzittenden bevoordeelt? Stel, een nieuwe machine heeft je medische gegevens nodig om kankerpatiënten te redden. Geef je je privacy op voor het algemeen belang? Algoritmes spelen een steeds grotere rol in ons leven. Op wat voor manier precies? En is het wel verstandig om belangrijke beslissingen zo klakkeloos aan ze uit te besteden? Wiskundige Hannah Fry gidst ons langs de dilemma's van ons nieuwe, geautomatiseerde bestaan.

A New History of Modern Computing Thomas Haigh 2021-09-14 How the computer became universal. Over the past fifty years, the computer has been transformed from a hulking scientific supertool and data processing workhorse, remote from the experiences of ordinary people, to a diverse family of devices that billions rely on to play games, shop, stream music and movies, communicate, and count their steps. In A New History of Modern Computing, Thomas Haigh and Paul Ceruzzi trace these changes. A comprehensive reimagining of Ceruzzi's A History of Modern Computing, this new volume uses each chapter to recount one such transformation, describing how a particular community of users and producers remade the computer into something new. Haigh and Ceruzzi ground their accounts of these computing revolutions in the longer and deeper history of computing technology. They begin with the story of the 1945 ENIAC computer, which introduced the vocabulary of "programs" and "programming," and proceed through email, pocket calculators, personal computers, the World Wide Web, videogames, smart phones, and our current world of computers everywhere--in phones, cars, appliances, watches, and more. Finally, they consider the Tesla Model S as an object that simultaneously embodies many strands of computing.

Console Wars Blake Harris 2014-06-13 In 1990 Nintendo had a virtual monopoly on the video game industry. Sega, on the other hand, was a faltering arcade company with big aspirations and even bigger personalities. But that would all change with the arrival of Tom Kalinske, a man who knew nothing about video games and everything about fighting uphill battles. His unconventional tactics, combined with the blood, sweat and bold ideas of his renegade employees, transformed Sega and eventually led to a ruthless David-and-Goliath showdown with rival Nintendo. The battle was vicious, relentless and highly profitable, eventually sparking a global corporate war that would be fought on several fronts: from living rooms and schoolyards to boardrooms and Congress. It was a once-in-a-lifetime, no-holds-barred conflict that pitted brother against brother, kid against adult, Sonic against Mario, and the US against Japan. Console Wars is the underdog tale of how Kalinske miraculously turned an industry punchline into a market leader. It's the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, birth a $60 billion dollar industry.