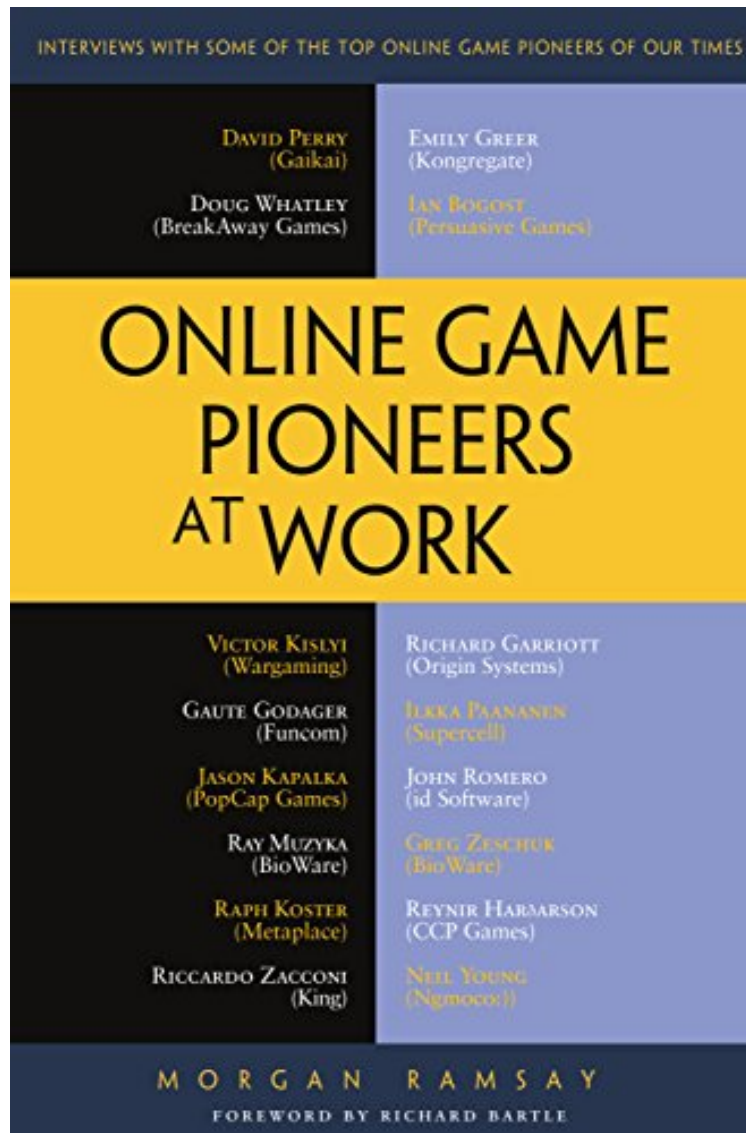


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Online Game Pioneers at Work

Morgan Ramsay

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Morgan Ramsay : Online Game Pioneers at Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Online Game Pioneers at Work:

1 of 1 people found the following review helpful. This is a great set of interviews with a few of the pioneers ...By TerriInformative and interesting read. This is a great set of interviews with a few of the pioneers of gaming. This will appeal to veterans in the industry, those considering working in the industry and for those who love games. Eagerly awaiting the next title by Mr. Ramsay.2 of 2 people found the following review helpful. If you loved the first book, you'll love this one.By Josh FairhurstI previously reviewed the original "Gamers at Work" saying it was a book that

anyone looking to start their own game company should read. I still stand by that today and have actually gifted the first book to a few other developers in my area. "Online Game Pioneers at Work" is the perfect follow-up to the original. Don't let the title fool you - even if you aren't developing strictly online games, there is an incredible density of knowledge and wisdom contained in these pages that is applicable to anyone running a game company. My first review came at a time when I was just starting my company - I'm now five years in (and finally profitable!) and I can't help but credit some of that success to the original book. I sincerely and whole-heartedly recommend this book and it's predecessor to anyone that is either currently running a game company or looking to start one. You won't find a better collection of interviews with leaders in the industry outside of these books. 0 of 1 people found the following review helpful. Some interviews offer too much text for too little interesting or useful information. By Guilherme Amantea Reading is not pleasant. Some interviews offer too much text for too little interesting or useful information.

In this groundbreaking collection of 15 interviews, successful founders of entertainment software companies reflect on their challenges and how they survived. You will learn of the strategies, the sacrifices, the long hours, the commitment, and the dedication to quality that led to their successes but also of the toll that this incredibly competitive market has on even its most brilliant minds. For the hundreds of thousands of game developers out there, this is a must read survival guide. For those who simply enjoy games and know of some of these founders, this will be a most interesting read. Sales of video games, hardware, and accessories reach upwards of \$20 billion every year in the United States alone, and more than two-thirds of American households include video games in their daily lives. In a world that seems to be overflowing with fortune and success, the vicious truth of this booming industry is easily forgotten: failure is tradition. Video games define a cultural crossroad where business, entertainment, and technology converge, where the risks are great, cutting edge technology is vitally important, and competition is intense. Here are the stories of survival from many of the industries luminaries who founded companies, created industries in their home countries, took amazing risks, innovated technologies, and invented new ways to sell. Among this outstanding group of pioneers are: Richard Garriott, cofounder of Origin Systems, astronaut, and the producer of the revolutionary Ultima Online; John Romero of Doom, Wolfenstein, and Quake fame; and Victor Kislyi, whose World of Tanks set the Guinness World Record for the most people online at once with over 1.1 million people playing. You will read their stories and you will gain an understanding of how they managed in such a demanding business. There are a few game development companies that have withstood the test of time; most startups exit as quickly as they enter the scene. Many firms are outpaced by the explosive worldwide growth and economic realities of the sector. Here are enlightening the stories of entrepreneurs who found success and many who subsequently could not repeat it. They walk you through their incredible journeys of success and failure while expressing their views on development, design, hiring, finance, business models, selling their organization, the business life cycle, their frustrations and mistakes, while showing their intensity and their passion for the business along the way. Online Game Pioneers at Work: Explores the formation of entertainment software companies from the perspectives of successful founders who defied the odds Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business Featured Entrepreneurs: David Perry, cofounder and CEO at Gaikai Emily Greer, cofounder and CEO at Kongregate Doug Whatley, cofounder and CEO at BreakAway Games Ian Bogost, founding partner at Persuasive Games Victor Kislyi, cofounder and CEO at Wargaming.net Richard Garriott, astronaut and creative director at Portalium Gaute Godager, cofounder of Funcom Ilkka Paananen, cofounder and CEO at Supercell Jason Kapalka, creator of Bejeweled and cofounder of PopCap Games John Romero, cofounder of id Software Ray Muzyka and Greg Zeschuk, cofounders of BioWare Corp. Raph Koster, cofounder of Metaplace Reynir Hareth; arson, cofounder of CCP Games Riccardo Zacconi, cofounder and CEO at King Neil Young, cofounder of ngmoco:)

"An astounding collection." -Richard Bartle, co-creator of the first virtual world