Console Wars Nintendo Defined Generation

This highly detailed publication delves into the rich and varied (and often forgotten) 120-year history of the world's leading video game company. For the very first time, Nintendo's historical product portfolio is catalogued in painstaking and loving detail, with over 500 card games, tabletop games, toys, electronic, and arcade games, all compiled into one superbly crafted book. This book details Nintendo's humble beginnings as a playing card manufacturer, charting progress through the entire range of toys and games, including such legendary products as Love Tester, Ten Billion, Ultra Hand, Custom Gunman, and hundreds more, progressing up to the first video arcade games, home consoles, and Game & Watch series.

An exploration of why people all over the world love to engage in pain on purpose--from dominatrices, religious ascetics, and ultramarathoners to ballerinas, icy ocean bathers, and sideshow performers Masochism is sexy, human, reviled, worshipped, and can be delightfully bizarre. Deliberate and consensual pain has been with us for millennia, encompassing everyone from Black Plague flagellants to ballerinas dancing on broken bones to competitive eaters choking down hot peppers while they cry. Masochism is a part of us. It lives inside workaholics, tattoo enthusiasts, and all manner of garden variety pain-seekers. At its core, masochism is about feeling bad, then better—a phenomenon that is long overdue for a heartfelt and hilarious investigation. And Leigh Cowart would know: they are not just a researcher and science writer—they're an inveterate, high-sensation seeking masochist. And they have a few questions: Why do people engage in masochism? What are the benefits and the costs? And what does masochism have to say about the human experience? By participating in many of these activities themselves, and through conversations with psychologists, fellow scientists, and people who seek pain for pleasure, Cowart unveils how our minds and bodies find meaning and relief in pain—a quirk in our programming that drives discipline and innovation even as it threatens to swallow us whole.

Through the stories of gaming's greatest innovations and most beloved creations, journalist Harold Goldberg captures the creativity, controversy--and passion--behind the videogame's meteoric rise to the top of the pop-culture pantheon. Over the last fifty years, video games have grown from curiosities to fads to trends to one of the world's most popular forms of mass entertainment. But as the gaming industry grows in numerous directions and everyone talks about the advance of the moment, few explore and seek to understand the forces behind this profound evolution. How did we get from Space Invaders to Grand Theft Auto? How exactly did gaming become a $50 billion industry and a dominant pop culture form? What are the stories, the people, the innovations, and the fascinations behind this incredible growth? Through extensive interviews with gaming's greatest innovators, both its icons and those unfairly forgotten by history, All Your Base Are Belong To Us sets out to answer these questions, exposing the creativity, odd theories--and passion--behind the twenty-first century's fastest-growing medium. Go inside the creation of: Grand Theft Auto * World of Warcraft * Bioshock * Kings Quest * Bejeweled * Madden Football * Super Mario Brothers * Myst * Pong * Donkey Kong * Crash Bandicoot * The 7th Guest * Tetris * Shadow Complex * Everquest * The Sims * And many more!

From the bestselling author of Blood, Sweat, and Pixels comes the next definitive, behind-the-scenes account of the video game industry: how some of the past decade's most renowned studios fell apart—and the stories, both triumphant and tragic, of what happened next. Jason Schreier's groundbreaking reporting has earned him a place among the preeminent investigative journalists covering the world of video games. In his eagerly anticipated, deeply researched new book, Schreier trains his investigative eye on the volatility of the video game industry and the resilience of the people who work in it. The business of videogames is both a prestige industry and an opaque one. Based on dozens of first-hand interviews that cover the development of landmark games—Bioshock Infinite, Epic Mickey, Dead Space, and more—on to the shocking closures of the studios that made them, Press Reset tells the stories of how real people are affected by game studio shutdowns, and how they recover, move on, or escape the industry entirely. Schreier's insider interviews cover hostile takeovers, abusive bosses, corporate drama, bounced checks, and that one time the Boston Red Sox's Curt Schilling decided he was going to lead a game studio that would take out World of Warcraft. Along the way, he asks pressing questions about why, when the video game industry is more successful than ever, it's become so hard to make a stable living making video games—and whether the business of making games can change before it's too late.

The definitive behind-the-scenes history of the dawn of video games and their rise into a multibillion-dollar business "For industry insiders and game players alike, this book is a must-have."—Mark Turmell, designer for Midway Games and creator of NBA Jam, NFL Blitz, and WrestleMania With all the whiz, bang, pop, and shimmer of a glowing arcade, volume 1 of The Ultimate History of Video Games reveals everything you ever wanted to know and more about the unforgettable games that changed the world, the visionaries who made them, and the fanatics who played them. Starting in arcades then moving to televisions and handheld devices, the video game invasion has entranced kids and the young at heart for nearly fifty years. And gaming historian Steven L. Kent has been there to record the craze from the very beginning. The Ultimate History: Volume 1 tells the incredible tale of how this backroom novelty transformed into a cultural phenomenon. Through meticulous research and personal interviews with hundreds of industry luminaries, Kent chronicles firsthand accounts of how yesterday's games like Space Invaders, Centipede, and Pac-Man helped create an arcade culture that defined a generation, and how today's empires like Sony, Nintendo, and Electronic Arts have galvanized a multibillion-dollar industry and a new generation of games. Inside, you'll discover • the video game that saved Nintendo from bankruptcy • the serendipitous story of Pac-Man's design • the misstep that helped topple Atari's $2-billion-a-year empire • the coin shortage caused

by Space Invaders • the fascinating reasons behind the rise, fall, and rebirth of Sega • and much more! Entertaining, addictive, and as mesmerizing as the games it chronicles, this book is a must-have for anyone who's ever touched a joystick.

Chris Stead's Nintendo Switch Gaming Guide is as comprehensive an overview of the popular video games console as you will find. This is one of the best Nintendo gaming systems yet, offering the flexibility of a home console and a handheld in one machine, plus a range of games for all demographics.

The contents of this book are identical to the version with blue cover. The only difference is the cover and ISBN number. This book reveals more secrets about the untold history of Japanese game developers than ever before, with 36 interviewees and exclusive archive photos. Konami's secret games console, the origin of Game Arts and Quintet, unusual events at Telenet, stories on Falcom, politics behind Enix's game programming contests, a tour of the Love-de-Lic and WARP offices (with layout sketches). Every interviewee is asked about unreleased titles. Foreword by GAMESIDE magazine's editor-in-chief, Yusaku Yamamoto. Hitoshi YONEDA: Japanese cover artist, Falcom, Sega, Phantasy Star II cover Tatsuo NOMURA: Google engineer, 8-bit Maps, working with Square-Enix, Dragon Quest Katsutoshi EGUCHI: Life of Kenji Eno, Real Sound for Saturn, Bitmap Brothers, Gods and Xenon 2, CESA and ratings, Dreamcast creation, Michael Nyman, WARP Toru HIDAKA: Enix programmer, lecturer, Kouichi Nakamura, PC-88 (code, graphics, music), converting Ultima, a changing industry Roy OZAKI & Kouichi YOTSUI: Mitchell Corp, Capcom (rare photos), Pang and Bubble Buster, Strider, Cannon Dancer, Gamshara, Puzz Loop and Zuma, Polarium, Suzuki Bakuhatsu, Namco's System 10 board, Nintendo, Data East, gangsters Masaaki KUKINO: Konami and SNK (office map), unreleased games, Haunted Castle (aka: Castlevania), Asterix, Crime Fighters, Silent Scope, King of Fighters Suikoden Chapter: Yoshitaka Murayama, Harry Inaba, Jeremy Blaustein, Casey Loe, Konami's unreleased games console/handheld, difficulties of localisation Ryukushi07: Visual novels, eroge, doujin, Comiket, Umineko, Higurashi When They Cry, Rose Gun Days, Key, Jun Maeda Kotaro UCHIKOSHI: Visual novels, Pepsiman, Memories Off, Never 7, Ever 17, Remember 11, EVE, pressures of making erotic games, 999, Virtue's Last Reward, Danganronpa ZUN: Touhou shooters, PC-98 versus Windows, office sketches, Taito, Bujingai, PS2 bench-marking, Comiket, doujin, indie, beer Yoshiro KIMURA: Square Soft, Romancing SaGa, Rule of Rose, Chulip, Little King's Story, Love-de-Lic (office sketches), Moon, Lack of Love, Kenichi Nishi, Grasshopper, rare art Kouji YOKOTA: Telenet, Falcom, Game Arts, Quintet (rare photos), Megami Tensei on FC and MSX, ActRaiser, Illusion of Gaia, Gaiares, Lunar: EB, Valis, history of Ys III, Masaki Hashimoto & Tomoyoshi Miyazaki, Granstream Saga Jun Nagashima: Falcom (office sketch), creation of Popful Mail, Ys V on SFC, Studio Alex Yuzo KOSHIRO: Falcom, Sega, Quintet, Ancient, sister joining industry, doujin, The Scheme, music column, studio tour, Joe Hisaishi, origin of Sonic on 8-bit systems, Bare Knuckle 4 Masamoto MORITA: Sega (layout), arcade rivalry with consoles, end of Sega hardware, Die Hard Arcade Akira TAKIGUCHI: ASCII, AX series, Game Arts, Taito deals, MSX prototype, Apple II in Japan, PC-6001, CBM PET Masakuni MITSUHASHI: ASCII, AX series, Game Arts, Silpheed on PC-88 and MCD, cut content, Lunar: EB debugging Kohei IKEDA: Game Arts co-founder (office maps), Thexder, new model of PC-88, shift to consoles Hiroshi SUZUKI: First stealth game, deal with Taito, Lupin III, computers Tomonori SUGIYAMA: Vanguard, Enix, unreleased Saturn hardware, Game Arts, Falcom, Lunar: SSS and EB for MCD and Saturn, Grandia Yutaka ISOKAWA: Namco's desire to launch a console, Enix, Vanguard, Catrap, NeGcon Yasuhito SAITO: dB-SOFT, Data West (maps), programming 177, Macadam Soft, Bounty Arms (PS1), Layla (FC), Rayxanber, Cross Blaim Takaki KOBAYASHI & Keite ABE: dB-SOFT, Agenda, SmileBoom, Riot City, Prince of Persia, SNK Keiji INAFUNE: Mega Man, Mighty No.9, Capcom, Comcept, Akira Kitamura Stephen & William ROZNER: Mega Man 1 & 3 for DOS, Capcom USA, Street Fighter on C64, Mega Man X and Street Fighter II on PC Makoto GOTO: Shubibinman 2, Don Quixote (MEGA LD)

Sonic versus Super Mario. This gripping behind-the-scenes business thriller describes how small scrappy Sega took on the giant Nintendo and won, in the process revolutionizing the video game industry. It is a must-read for anyone who loved Ben Mezrich's 'Accidental Millionaires' and Michael Lewis's 'Moneyball'.

A BEST BOOK OF THE YEAR: NPR, Slate, Publishers Weekly, Goodreads 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.

Masters of Doom is the amazing true story of the Lennon and McCartney of video games: John Carmack and John Romero. Together, they ruled big business. They transformed popular culture. And they provoked a national controversy. More than anything, they lived a unique and rollicking American Dream, escaping the broken homes of their youth to co-create the most notoriously successful game

franchises in history—Doom and Quake—until the games they made tore them apart. Americans spend more money on video games than on movie tickets. Masters of Doom is the first book to chronicle this industry's greatest story, written by one of the medium's leading observers. David Kushner takes readers inside the rags-to-riches adventure of two rebellious entrepreneurs who came of age to shape a generation. The vivid portrait reveals why their games are so violent and why their immersion in their brilliantly designed fantasy worlds offered them solace. And it shows how they channeled their fury and imagination into products that are a formative influence on our culture, from MTV to the Internet to Columbine. This is a story of friendship and betrayal, commerce and artistry—a powerful and compassionate account of what it's like to be young, driven, and wildly creative. "To my taste, the greatest American myth of cosmogenesis features the maladjusted, antisocial, genius teenage boy who, in the insular laboratory of his own bedroom, invents the universe from scratch. Masters of Doom is a particularly inspired rendition. Dave Kushner chronicles the saga of video game virtuosi Carmack and Romero with terrific brio. This is a page-turning, mythopoeic cyber-soap opera about two glamorous geek geniuses—and it should be read while scarfing down pepperoni pizza and swilling Diet Coke, with Queens of the Stone Age cranked up all the way."—Mark Leyner, author of I Smell Esther Williams

A complete, illustrated history of video games--highlighting the machines, games, and people who have made gaming a worldwide, billion-dollar industry/artform--told in a graphic novel format. Author Jonathan Hennessey and illustrator Jack McGowan present the first full-color, chronological origin story for this hugely successful, omnipresent artform and business. Hennessey provides readers with everything they need to know about video games--from their early beginnings during World War II to the emergence of arcade games in the 1970s to the rise of Nintendo to today's app-based games like Angry Birds and Pokemon Go. Hennessey and McGowan also analyze the evolution of gaming as an artform and its impact on society. Each chapter features spotlights on major players in the development of games and gaming that contains everything that gamers and non-gamers alike need to understand and appreciate this incredible phenomenon.

As a game designer or new media storyteller, you know that the story is critical to the success of your project. Telling that story interactively is an even greater challenge, one that involves approaching the story from many angles. Here to help you navigate and open your mind to more creative ways of producing your stories is the authority on interactive design and a longtime game development guru, Chris Crawford. To help you in your quest for the truly interactive story, Crawford provides a solid sampling of what works and doesn't work, and how to apply the lessons to your own storytelling projects. After laying out the fundamental ideas behind interactive storytelling and explaining some of the misconceptions that have crippled past efforts, the book delves into all the major systems that go into interactive storytelling: personality models, actors, props, stages, fate, verbs, history books, and more. Crawford also covers the Storytron technology he has been working on for several years, an engine that runs interactive electonic storyworlds, giving readers a first-hand look into practical storytelling methods.

OpTic Gaming, the four-time Call of Duty Major League Gaming Champions and one of the top eSports teams in the world, now takes fans behind the controller—into the game and the minds of the greatest gamers in the world—in this fascinating and unique memoir and insider guide. Emerging on the scene in 2006, OpTic Gaming has dominated the Call of Duty e-sports arena, thanks to the talents of legendary players such as Matt "NaDeSHoT" Haag, the biggest eSports personality on earth; Seth "Scump" Abner, the best Call of Duty player in the world; Midnite, one of the first girl gamers to rise to stardom on YouTube; and Hector "H3CZ" Rodriguez, the team founder and CEO. With over 14 million followers across social platforms like Twitter, Facebook and YouTube, no other team of players in eSports can match OpTic's popularity or ability to bring fans into the game. Now, these remarkable players have collaborated to produce this one-of-a-kind book. In OpTic Gaming, they candidly share their story of becoming Call of Duty's global royalty—ESPN XGAMES, MLG, ESWC and GFINITY champions—laying bare their lives, exploring what it takes to make it in professional gaming, and speaking honestly about the consequences of their newfound fame. These best-of-the-best take you behind the controller, offering insights, knowledge, and strategies to help you improve your shot, master the most complex maps, and conquer the game with the ultimate weapons. Going beyond their number-one game, the team also discusses the rest of their lineups and how to become a champion in any arena. Revealing their go-to strategies, best missions, and favorite challenges, OpTic Gaming brings fans closer to these wildly popular professional gamers more than ever before.

Bachelor Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Bielefeld, language: English, abstract: In the year 2009, Nintendo was placed fifth in the BusinessWeek's ranking of the world's most innovative companies. This confirms Nintendo's significant rearrangement into an innovative design powerhouse that redefined the predominant business value factors of the video game industry. However, a few years ago no analyst would have anticipated that Nintendo would develop in this direction. Until the mid-1990s, the global home video game console industry was dominated by Nintendo, a Japanese video game hardware and software manufacturer. Rivalry in this industry only marginally existed. This changed when Sony entered the market in 1994. By offering a console that was technologically superior, Sony outperformed the then-Nintendo console. Thereby new challenges arose for the Japanese company. Nintendo lost its long lasting market leadership to the new entrant. Despite several trails to recapture market leadership during the end-1990s, Nintendo was stuck in second place. Instead of regaining market share, the opposite was the case when Microsoft, a computer software giant, joined the market in 2001. Nintendo's market share slipped dramatically because they were not able to keep up the technological progress of its competitors. The former market leader fell back to the third place of the industry. Analysts of the video game entertainment industry even recommended that Nintendo withdraw completely from the highly competitive console market in order to concentrate on developing software.4 However, Nintendo refused to surrender, but they were in biggest need to recover market share. Nintendo had a very different approach to strategy than Sony or Microsoft. Instead of competing for core gamers, Nintendo tried to expand the market and to win new cus

The complete 'History of The Nintendo Entertainment System' (NES/Famicom), the greatest console of the 1980's, dives head first behind the scenes and shows you how the console was conceived, the difficulties Nintendo faced as well as showcasing a complete list of hardware and software launched for the console. From development kits and prototypes, to unreleased never seen before games and software, this truly is a 'must have' in the collection of any retro gaming enthusiast. This is the unofficial 'History of Nintendo Entertainment System' (NES/Famicom), for the gamers. - Introduction from the author. - Learn the development stories from top titles. - Beautifully designed book with 100's of images. - 50 pages of content. - Complete hardware section. - Top 100 NES games of all time. This is the third book in a series by 'Console Gamer Magazine'. Check out our other titles available on Google Play Books & Amazon: -History of the Nintendo Entertainment System. -History of the Super Nintendo. -History of the Nintendo 64 Author: Brian C Byrne Language: English Only. Series: Console Gamer Magazine. Website: http://www.consolegamermagazine.com

Satoru Iwata was the global president and CEO of Nintendo and a gifted programmer who played a key role in the creation of many of the world's best-known games. He led the production of innovative platforms such as the Nintendo DS and the Wii, and laid the groundwork for the development of the wildly successful Pokémon Go game and the Nintendo Switch. Known for his analytical and imaginative mind, but even more for his humility and people-first approach to leadership, Satoru Iwata was beloved by game fans and developers worldwide. In this motivational collection, Satoru Iwata addresses diverse subjects such as locating bottlenecks, how success breeds resistance to change, and why programmers should never say no. Drawn from the "Iwata Asks" series of interviews with key contributors to Nintendo games and hardware, and featuring conversations with renowned Mario franchise creator Shigeru Miyamoto and creator of EarthBound Shigesato Itoi, Ask Iwata offers game fans and business leaders an insight into the leadership, development, and design philosophies of one of the most beloved figures in gaming history. -- VIZ Media

Enjoyable and informative examination of how Japanese video game developers raised the medium to an art form. Includes interviews, anecdotes, and accounts of industry giants behind Donkey Kong, Mario, Pokémon, and other games.

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.

The author of the 400,000-copy bestseller On Killing reveals how violent video games have ushered in a new era of mass homicide -- and what we must do about it. Paducah, Kentucky, 1997: a 14-year-old boy shoots eight students in a prayer circle at his school. Littleton, Colorado, 1999: two high school seniors kill a teacher, twelve other students, and then themselves. Utoya, Norway, 2011: a political extremist shoots and kills sixty-nine participants in a youth summer camp. Newtown, Connecticut, 2012: a troubled 20-year-old man kills 20 children and six adults at the elementary school he once attended. What links these and other horrific acts of mass murder? A young person's obsession with video games that teach to kill. Lt. Col. Dave Grossman, who in his perennial bestseller On Killing revealed that most of us are not "natural born killers" - and who has spent decades training soldiers, police, and others who keep us secure to overcome the intrinsic human resistance to harming others and to use firearms responsibly when necessary - turns a laser focus on the threat posed to our society by violent video games. Drawing on crime statistics, cutting-edge social research, and scientific studies of the teenage brain, Col. Grossman shows how video games that depict antisocial, misanthropic, casually savage behavior can warp the mind - with potentially deadly results. His book will become the focus of a new national conversation about video games and the epidemic of mass murders that they have unleashed.

The definitive behind-the-scenes history of video games' explosion into the twenty-first century and the war for industry power "A zippy read through a truly deep research job. You won't want to put this one down."—Eddie Adlum, publisher, RePlay Magazine As video games evolve, only the fittest companies survive. Making a blockbuster once cost millions of dollars; now it can cost hundreds.of millions, but with a $160 billion market worldwide, the biggest players are willing to bet the bank. Steven L. Kent has been playing video games since Pong and writing about the industry since the Nintendo Entertainment System. In volume 1 of The Ultimate History of Video Games, he chronicled the industry's first thirty years. In volume 2, he narrates gaming's entrance into the twenty-first century, as Nintendo, Sega, Sony, and Microsoft battle to capture the global market. The home console boom of the '90s turned hobby companies like Nintendo and Sega into Hollywood-studio-sized business titans. But by the end of the decade, they would face new, more powerful competitors. In boardrooms on both sides of the Pacific, engineers and executives began, with enormous budgets and total secrecy, to plan the next evolution of home consoles. The PlayStation 2, Nintendo GameCube, and Sega Dreamcast all made radically different bets on what gamers would want. And then, to the shock of the world, Bill Gates announced the development of the one console to beat them all—even if Microsoft had to burn a few billion dollars to do it. In this book, you will learn about • the cutthroat environment at Microsoft as rival teams created console systems • the day the head of Sega of America told the creator of Sonic the Hedgehog to "f**k off" • how "lateral thinking with withered technology" put Nintendo back on top • and much more! Gripping and comprehensive, The Ultimate History of Video Games: Volume 2 explores the origins of modern consoles and of the franchises—from Grand Theft Auto and Halo to Call of Duty and Guitar Hero—that would define gaming in the new millennium.

The definitive story of the rise of Nintendo. In 1981, Nintendo of America was a one-year-old business already on the brink of failure. Its president, Mino Arakawa, was stuck with two thousand unsold arcade cabinets for a dud of a game (Radar Scope). So he hatched a plan. Back in Japan, a boyish, shaggy-haired staff artist named Shigeru Miyamoto designed a new game for the unsold cabinets featuring an angry gorilla and a small jumping man. Donkey Kong brought in $180 million in its first year alone and launched the career of a short, chubby plumber named Mario. Since then, Mario has starred in over two hundred games, generating profits in the billions. He is more recognizable than Mickey Mouse, yet he's little more than a mustache in bib overalls. How did a mere smear of pixels gain such huge popularity? Super Mario tells the story behind the Nintendo games millions of us grew up with, explaining how a Japanese trading card company rose to dominate the fiercely competitive video-game industry.

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.

This riveting work of investigative reporting and history exposes classified government projects to build gravity-defying aircraft--which have an uncanny resemblance to flying saucers. The atomic bomb was not the only project to occupy government scientists in the 1940s. Antigravity technology, originally spearheaded by scientists in Nazi Germany, was another high priority, one that still may be in effect today. Now for the first time, a reporter with an unprecedented access to key sources in the intelligence and military communities reveals suppressed evidence that tells the story of a quest for a discovery that could prove as powerful as the A-bomb. The Hunt for Zero Point explores the scientific speculation that a "zero point" of gravity exists in the universe and can be replicated here on Earth. The pressure to be the first nation to harness gravity is immense, as it means having the ability to build military planes of unlimited speed and range, along with the most deadly weaponry the world has ever seen. The ideal shape for a gravity-defying vehicle happens to be a perfect disk, making antigravity tests a possible explanation for the numerous UFO sightings of the past 50 years. Chronicling the origins of antigravity research in the world's most advanced research facility, which was operated by the Third Reich during World War II, The Hunt for Zero Point traces U.S. involvement in the project, beginning with the recruitment of former

Nazi scientists after the war. Drawn from interviews with those involved with the research and who visited labs in Europe and the United States, The Hunt for Zero Point journeys to the heart of the twentieth century's most puzzling unexplained phenomena.

On sale date subject to change. A beautifully realized tome inspired by traditional Japanese aesthetics and featuring art from the delicately crafted video game from Sucker Punch Productions. Dark Horse Books and Sucker Punch Productions are honored to present The Art of Ghost of Tsushima. Explore a unique and intimate look at the Tsushima Islands--all collected into a gorgeous, ornately designed art book. Step into the role of Tsushima Island's last samurai, instilling fear and fighting back against the Mongolian invasion of Japan in the open-world adventure, Ghost of Tsushima. This volume vividly showcases every detail of the vast and exotic locale, featuring elegant illustrations of dynamic characters, spirited landscapes, and diagrams of Samurai sword-fighting techniques, along with a look at storyboards and renders from the most intense, eloquent, and expressive cinematic moments of the game.

It is, perhaps, the perfect video game. Simple yet addictive, Tetris delivers an irresistible, unending puzzle that has players hooked. Play it long enough and you'll see those brightly colored geometric shapes everywhere. You'll see them in your dreams. Alexey Pajitnov had big ideas about games. In 1984, he created Tetris in his spare time while developing software for the Soviet government. Once Tetris emerged from behind the Iron Curtain, it was an instant hit. Nintendo, Atari, Sega—game developers big and small all wanted Tetris. A bidding war was sparked, followed by clandestine trips to Moscow, backroom deals, innumerable miscommunications, and outright theft. In this graphic novel,New York Times–bestselling author Box Brown untangles this complex history and delves deep into the role games play in art, culture, and commerce. For the first time and in unparalleled detail, Tetris: The Games People Play tells the true story of the world's most popular video game.

Following on from the previously released NES Encyclopedia, The SNES Encyclopedia is the ultimate resource for fans of Nintendo's second home video game console, the Super Nintendo Entertainment System. Containing detailed information on all 780 games released for the SNES in the west, this enormous book is full of screenshots, trivia and charmingly bad jokes. It also includes a bonus section covering the entire 22-game library of the Virtual Boy, Nintendo's ill-fated 3D system which was released at the end of the SNES's life.

"Definitely worth a read...a great inside look at the video game industry in the '90s...a concise, highly-readable documentary of Sega's story...an eye-opening narrative that testifies to the challenges of making it in the video game industry...much to enjoy...hard-pressed to find a more appropriate and approachable volume"--M. Brandon Robbins, level250geek. Today a multinational video game developer, Sega was the first to break Nintendo's grip on the gaming industry, expanding from primarily an arcade game company to become the dominant game console manufacturer in North America. A major part of that success came from the hard work and innovation of its subsidiary, Sega of America, who in a little more than a decade wrested the majority market share from Nintendo and revolutionized how games were made. Drawing on interviews with nearly 100 Sega alumni, this book traces the development of the company, revealing previously undocumented areas of game-making history, including Sega's relationship with Tonka, the creation of its internal studios, and major breakthroughs like the Sega Channel and HEAT Network. More than 40 of the company's most influential games are explored in detail.

Vintage Game Consoles tells the story of the most influential videogame platforms of all time, including the Apple II, Commodore 64, Nintendo Entertainment System, Game Boy, Sega Genesis, Sony PlayStation, and many more. It uncovers the details behind the consoles, computers, handhelds, and arcade machines that made videogames possible. Drawing on extensive research and the authors' own lifelong experience with videogames, Vintage Game Consoles explores each system's development, history, fan community, its most important games, and information for collectors and emulation enthusiasts. It also features hundreds of exclusive full-color screenshots and images that help bring each system's unique story to life. Vintage Game Consoles is the ideal book for gamers, students, and professionals who want to know the story behind their favorite computers, handhelds, and consoles, without forgetting about why they play in the first place – the fun! Bill Loguidice is a critically acclaimed technology author who has worked on over a dozen books, including CoCo: The Colorful History of Tandy's Underdog Computer, written with Boisy G. Pitre. He's also the co-founder and Managing Director for the popular Website, Armchair Arcade. A noted videogame and computer historian and subject matter expert, Bill personally owns and maintains well over 400 different systems from the 1970s to the present day, including a large volume of associated materials. Matt Barton is an associate professor of English at Saint Cloud State University in Saint Cloud, Minnesota, where he lives with his wife Elizabeth. He's the producer of the "Matt Chat," a weekly YouTube series featuring in-depth interviews with notable game developers. In addition to the original Vintage Games, which he co-authored with Bill, he's author of Dungeons & Desktops: The History of Computer Role-Playing Games and Honoring the Code: Conversations with Great Game Designers.

Starting with its humble beginnings in the 1950's and ending with its swan-song, the Dreamcast, in the early 2000's, this is the complete history of Sega as a console maker. Before home computers and video game consoles, before the internet and social networking, and before motion controls and smartphones, there was Sega. Destined to fade into obscurity over time, Sega would help revolutionize and change video games, computers and how we interact with them, and the internet as we know it. Riding the cutting edge of technology at every step, only to rise too close to the sun and plummet, Sega would eventually change the face of entertainment, but it's the story of how it got there that's all the fun. So take a ride, experience history, and enjoy learning about one of the greatest and most influential companies of all time. Complete with system specifications, feature and marketing descriptions, unusual factoids, almost 300 images, and now enhanced Europe specific details, exclusive interviews, and more make this the definitive history of Sega available. Read and learn about the company that holds a special place in every gamer's heart. Funded on Kickstarter.

Named one of the best books of the year by NPR, Fortune, Bloomberg, Sunday Times A New York Times Book Review Editor's Choice "If you want to understand modern-day Silicon Valley, you need to read this book." —John Carreyrou, New York Times best-selling author of Bad Blood Hailed as the definitive book on Uber and Silicon Valley, Super Pumped is an epic story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American corporate history. Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong.

This revised and expanded second edition of the bestselling The Game Console contains brand new content, with coverage of 50 more consoles, variants, and accessories in 50 added pages. The Game Console 2.0 is a gorgeous coffee table book for geeks and gamers that brings together highly detailed photos of more than 100 video game consoles and their electronic interiors spanning nearly five decades. Revised and updated since the first edition's celebrated 2018 release, The Game Console 2.0 is an even bigger archival collection of vividly detailed photos of more than 100 video-game consoles. This ultimate archive of gaming history spans five decades and nine distinct generations, chronologically covering everything from market leaders to outright failures, and tracing the gaming industry's rise, fall, and monumental resurgence. The book's 2nd edition features more classic game consoles and computers, a section on retro gaming in the modern era, and dozens of new entries — including super-rare finds, such the Unisonic Champion 2711, and the latest ninth-generation consoles. You'll find coverage of legendary systems like the Magnavox Odyssey, Atari 2600, NES, and the Commodore 64; systems from the '90s and 2000s; modern consoles like the Nintendo Switch, Xbox Series X|S, and PlayStation 5; and consoles you never knew existed. Get a unique peek at the hardware powering the world's most iconic video-game systems with The Game Console 2.0 — the perfect gift for geeks of all stripes and every gamer's must-have coffee-table book.

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.

Console WarsSega, Nintendo, and the Battle that Defined a GenerationHarper Collins

How Nintendo reclaimed its spot at the top of one of the world's most competitive industries Nintendo was once the dominant force in home video gaming--until Sony and Microsoft pummeled them with powerful new consoles. As those two giants battled each other for market share, Nintendo looked dead and buried. Then, true to its secretive, low-profile approach, Nintendo roared back into the market with its revolutionary Wii console and portable Nintendo DS system. Taking a completely different approach to gaming while embracing its creative roots, the company was back at the top of its game. But how did a struggling Japanese family company, with its origins in nineteenth-century playing cards, come to dominate a competitive, high-tech industry? Playing to Wiin details the key succession issue for Nintendo, the development of the DS and Wii consoles, and the creation of remarkable new gaming software. All these factors combined to drive Nintendo back to the top of the gaming world. Reveals the business strategy that led Nintendo back to the top of the gaming industry amidst fierce competition from bigger rivals An inspirational story of a stunning business turnaround and the hyper-creative minds behind it Written by an acclaimed financial and business journalist based in Tokyo Offering a fascinating inside look at a market-leading company once left for dead, Playing to Wiin is a must-read for executives and leaders interested in one of the greatest business turnarounds in history.

A comprehensive overview of the evolution of video games covering topics such as, "Atari revolution;" "rise of cartridge-based consoles;" American video game industry; international video game industry; "Apple Mac;" "Nintendo Entertainment System;" Sega video games; PlayStation video games; and "girl gaming."

A sweeping work of historical fiction from the New York Times–bestselling author Dominic Smith, The Electric Hotel is a spellbinding story of art and love. For more than thirty years, Claude Ballard has been living at the Hollywood Knickerbocker Hotel. A French pioneer of silent films who started out as a concession agent for the Lumière brothers, the inventors of cinema, Claude now spends his days foraging for mushrooms in the hills of Los Angeles and taking photographs of runaways and the striplings along Sunset Boulevard. But when a film history student comes to interview Claude about The Electric Hotel—the lost masterpiece that bankrupted him and ended the career of his muse, Sabine Montrose—the past comes surging back. In his run-down hotel suite, the ravages of the past are waiting to be excavated: celluloid fragments in desperate need of restoration, as well as Claude's memories of the woman who inspired and beguiled him. The Electric Hotel is a portrait of a man entranced by the magic of moviemaking, a luminous romance, and a whirlwind trip through early cinema. Sit back, relax, and enjoy the show.

More American children recognize Super Mario, the hero of one of Nintendo's video games, than Mickey Mouse. The Japanese company has come to earn more money than the big three computer giants or all Hollywood movie studios combined. Now Sheff tells of the Nintendo invasion–a tale of innovation and cutthroat tactics.

A riveting exploration of the most difficult and important part of what doctors do, by Yale School of Medicine physician Dr. Lisa Sanders, author of the monthly New York Times Magazine column "Diagnosis," the inspiration for the hit Fox TV series House, M.D. "The experience of being ill can be like waking up in a foreign country. Life, as you formerly knew it, is on hold while you travel through this other world as unknown as it is unexpected. When I see patients in the hospital or in my office who are suddenly, surprisingly ill, what they really want to know is, 'What is wrong with me?' They want a road map that will help them manage their new surroundings. The ability to give this unnerving and

unfamiliar place a name, to know it—on some level—restores a measure of control, independent of whether or not that diagnosis comes attached to a cure. Because, even today, a diagnosis is frequently all a good doctor has to offer." A healthy young man suddenly loses his memory—making him unable to remember the events of each passing hour. Two patients diagnosed with Lyme disease improve after antibiotic treatment—only to have their symptoms mysteriously return. A young woman lies dying in the ICU—bleeding, jaundiced, incoherent—and none of her doctors know what is killing her. In Every Patient Tells a Story, Dr. Lisa Sanders takes us bedside to witness the process of solving these and other diagnostic dilemmas, providing a firsthand account of the expertise and intuition that lead a doctor to make the right diagnosis. Never in human history have doctors had the knowledge, the tools, and the skills that they have today to diagnose illness and disease. And yet mistakes are made, diagnoses missed, symptoms or tests misunderstood. In this high-tech world of modern medicine, Sanders shows us that knowledge, while essential, is not sufficient to unravel the complexities of illness. She presents an unflinching look inside the detective story that marks nearly every illness—the diagnosis—revealing the combination of uncertainty and intrigue that doctors face when confronting patients who are sick or dying. Through dramatic stories of patients with baffling symptoms, Sanders portrays the absolute necessity and surprising difficulties of getting the patient's story, the challenges of the physical exam, the pitfalls of doctor-to-doctor communication, the vagaries of tests, and the near calamity of diagnostic errors. In Every Patient Tells a Story, Dr. Sanders chronicles the real-life drama of doctors solving these difficult medical mysteries that not only illustrate the art and science of diagnosis, but often save the patients' lives.

NATIONAL BESTSELLER Developing video games—hero's journey or fool's errand? The creative and technical logistics that go into building today's hottest games can be more harrowing and complex than the games themselves, often seeming like an endless maze or a bottomless abyss. In Blood, Sweat, and Pixels, Jason Schreier takes readers on a fascinating odyssey behind the scenes of video game development, where the creator may be a team of 600 overworked underdogs or a solitary geek genius. Exploring the artistic challenges, technical impossibilities, marketplace demands, and Donkey Kong-sized monkey wrenches thrown into the works by corporate, Blood, Sweat, and Pixels reveals how bringing any game to completion is more than Sisyphean—it's nothing short of miraculous. Taking some of the most popular, bestselling recent games, Schreier immerses readers in the hellfire of the development process, whether it's RPG studio Bioware's challenge to beat an impossible schedule and overcome countless technical nightmares to build Dragon Age: Inquisition; indie developer Eric Barone's single-handed efforts to grow country-life RPG Stardew Valley from one man's vision into a multi-million-dollar franchise; or Bungie spinning out from their corporate overlords at Microsoft to create Destiny, a brand new universe that they hoped would become as iconic as Star Wars and Lord of the Rings—even as it nearly ripped their studio apart. Documenting the round-the-clock crunches, buggy-eyed burnout, and last-minute saves, Blood, Sweat, and Pixels is a journey through development hell—and ultimately a tribute to the dedicated diehards and unsung heroes who scale mountains of obstacles in their quests to create the best games imaginable.

This is the story of Ken Kutaragi and how he gathered a team of colleagues and used corporate resources to bring his dream to fruition. It examines his passion for a change in technology, his work to sell the concept and how he kept the project alive.

The life and career of the legendary developer celebrated as the "godfather of computer gaming" and creator of Civilization, featuring his rules of good game design. "Sid Meier is a foundation of what gaming is for me today." — Phil Spencer, head of Xbox Over his four-decade career, Sid Meier has produced some of the world's most popular video games, including Sid Meier's Civilization, which has sold more than 51 million units worldwide and accumulated more than one billion hours of play. Sid Meier's Memoir! is the story of an obsessive young computer enthusiast who helped launch a multibillion-dollar industry. Writing with warmth and ironic humor, Meier describes the genesis of his influential studio, MicroProse, founded in 1982 after a trip to a Las Vegas arcade, and recounts the development of landmark games, from vintage classics like Pirates! and Railroad Tycoon, to Civilization and beyond. Articulating his philosophy that a video game should be "a series of interesting decisions," Meier also shares his perspective on the history of the industry, the psychology of gamers, and fascinating insights into the creative process, including his rules of good game design.