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	Sommario/riassunto	"Co-creativity has become a significant cultural and economic phenomenon. Media consumers have become media producers. This book offers a rich description and analysis of the emerging participatory, co-creative relationships within the videogames industry. Banks discusses the challenges of incorporating these co-creative relationships into the development process. Drawing on a decade of research within the industry, the book gives us valuable insight into the continually changing and growing world of video games."--Bloomsbury Publishing.