

1. Record Nr.	UNINA9910456400303321
Autore	Wesley David T. A
Titolo	Innovation and marketing in the video game industry [[electronic resource] ] : avoiding the performance trap // David Wesley and Gloria Barczak
Pubbl/distr/stampa	Farnham [Surrey, England], : Gower, c2010
ISBN	1-317-11650-X 1-317-11649-6 1-282-53588-9 9786612535888 0-566-09168-2
Descrizione fisica	1 online resource (281 p.)
Altri autori (Persone)	BarczakGloria
Disciplina	794.8068/8
Soggetti	Video games industry Video games - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Preface; Introduction; 1 Shigeru Miyamoto and the Art of Donkey Kong; 2 Nintendo's Dark Age; 3 PlayStation Dreams; 4 Xbox Empire; 5 The Brain Age: Handheld Consoles and their Impact on Adult Gamers; 6 Rings of Death; 7 The PlayStation 3: Sony's "Supercomputer"; 8 Blu-Rays and Netflix: Defining "the Ultimate High-Definition Experience"; 9 The Wii Revolution; 10 Game Development and the Rise of Casual Games; 11 Guitar Hero Nation; Conclusion; Epilogue; Bibliography; Index
Sommario/riassunto	Based on their extensive research into the business and marketing strategies of the video game industry, David Wesley and Gloria Barczak consider how and why, in the search for the holy grail of high definition gaming, many companies have become ensnared in a 'performance trap' that causes them to lose sight of the customer. The history of technology is littered with examples of superior products that either failed or sold poorly relative to technically inferior competing products. Innovation and Marketing in the Video Game Industry examines the

factors behind success and failure and identify

---