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Nota di contenuto	Introduction / Casey B. Hart -- "Show me the money!" : shifting fields of capital in the global game industry / Casey O'Donnell -- Nintendo's retro revolution : commodified nostalgia and the virtual console / Steve Cuff and Christopher Terry -- Business models, planned obsolescence, externalities : examining the virtual hand of the video game industry / Mark D. Cruea -- Prestige : a cyclical act for consumer control / Brent Kice -- Free-to-play? : considering the interaction of functional factors in video game design influencing the economic effectiveness of microtransactions / Casey B. Hart -- P(I)aying pretty : consuming fairy tales and device applications / Emma Whatman -- Playing with and against microtransactions : the discourses of microtransactions acceptance and rejection in mainstream video games / Jan Ovelch -- Smart players and happy consumers : effects of game characteristics and player emotional experiences on in-app ad responses / Hsuan-Yi Chou and Shaojung Sharon Wang -- Gold farming in China and in Western academia, journalism, and fiction / Bjarke Liboriussen -- About the editor and contributors.
Sommario/riassunto	This book examines how the video game industry's economic strategies have changed over the past decade (2006-2016) from a media effects and game design perspective. It also features discussions and analyses on the social impact of these changes and how consumers have reacted to evolving marketing and design strategies.

