

Gamers at work : stories behind the games people play / Morgan Ramsay

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Abstrak

There are few companies in the video-game industry that have withstood the test of time; most startups exit as quickly as they enter. In Gamers at work : stories behind the games people play, the countless challenges of building successful video-game developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way. Gamers at work presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in Gamers at work, you will find their stories replete with their personal struggles, corporate intrigue, and insights into strategy, leadership, and management.