

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

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20426553&lokasi=lokal>

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.