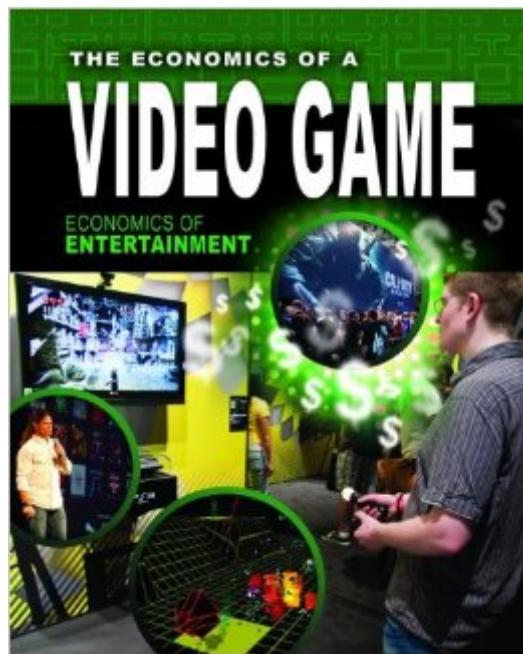


The book was found

The Economics Of A Video Game (Economics Of Entertainment)



Synopsis

The video game is fresh out of the packaging but what happened before that to get that game into your hands? The Economics of a Video Game takes a fascinating look at the production process and financing of a video game. Various links in the economic chain include development of a prototype, pitching the game to a publisher for funding, development of the software by designers and programmers, testing, advertising, trade shows demonstrations, packaging, and distribution.

Book Information

Series: Economics of Entertainment (Book 2)

Library Binding: 48 pages

Publisher: Crabtree Pub Co (January 30, 2014)

Language: English

ISBN-10: 077877970X

ISBN-13: 978-0778779704

Product Dimensions: 0.5 x 8.5 x 10.5 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

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