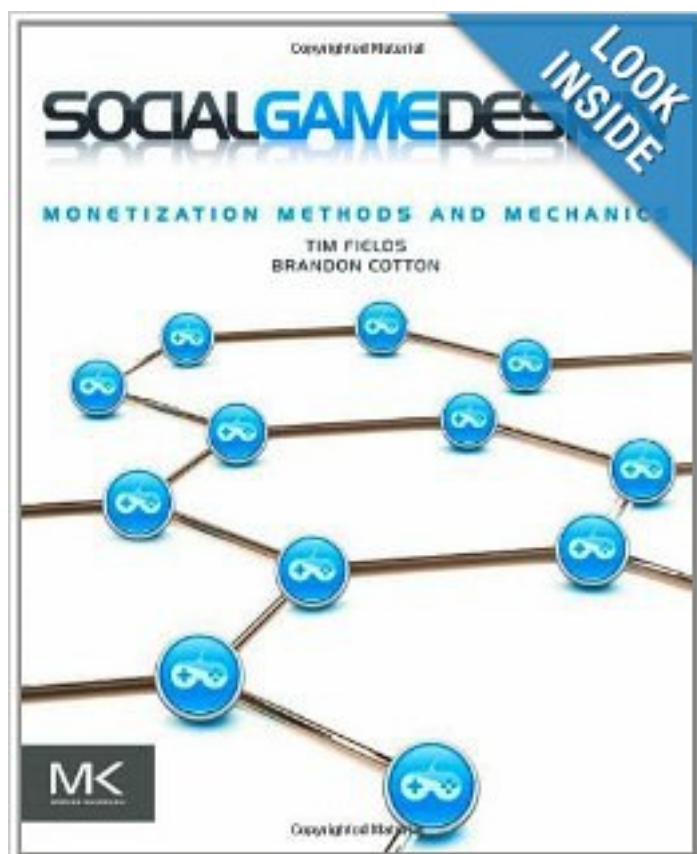


Social Game Design



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著者:Fields, Tim; Cotton, Brandon;

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Social Game Design reveals what you need to know in order to create and monetize online social games. Using examples from successful game designs, you'll learn what makes these games compelling, and why people will pay to play them. This book will inspire you to apply these principles in order to meet the challenges of this new space, creating original games that both delight players and generate profit. We'll talk about

different business models, how to acquire and keep players, how to sell virtual goods, and how to keep players coming back day after day.

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