

Advergaming Developer's Guide



ADVERGAMING DEVELOPER'S GUIDE: *Using Macromedia Flash MX® 2004 and Director MX®*

- Provides a thorough introduction to Advergaming—online games for advertising.
- Teaches you how to create nine Advergaming from concept to completion.
- Details how to use Flash MX 2004 and Director MX in your Advergaming development tools.
- Includes a CD-ROM with all the games and tutorials covered in the book, along with additional bonus games and trial versions of Flash MX 2004 and Director MX.



Game Development Series

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出版者:Charles River Media

出版时间:

装帧:Pap

isbn:9781584503163

作者介绍:

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