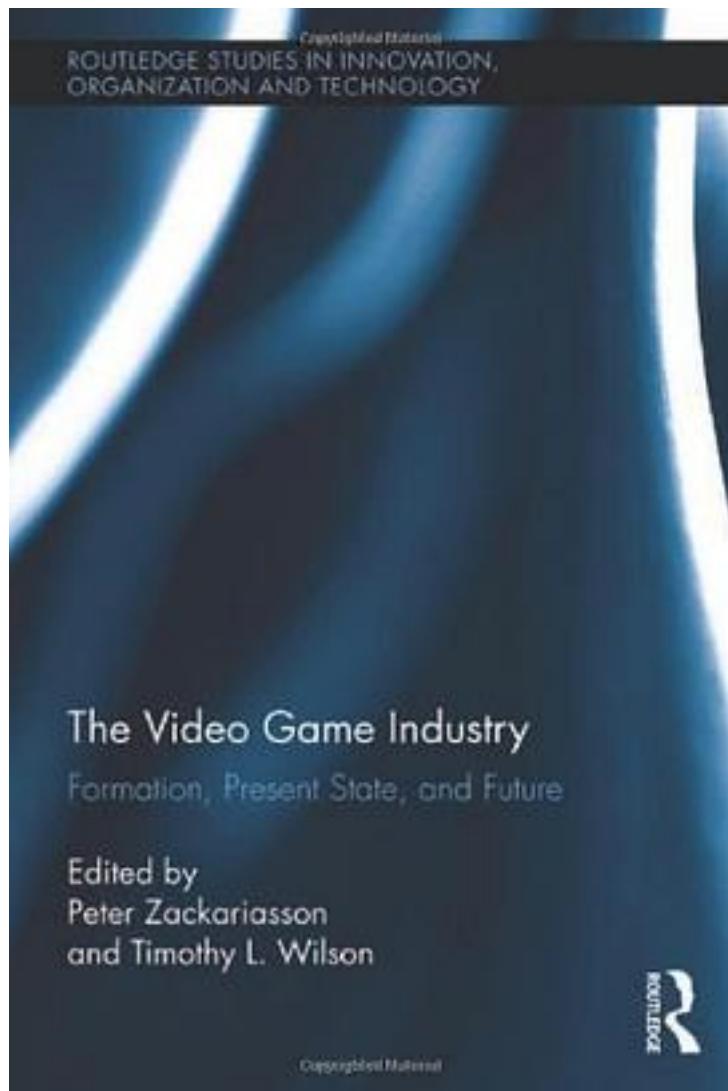


The Video Game Industry



[The Video Game Industry_下载链接1](#)

著者:Peter Zackariasson

出版者:Routledge

出版时间:2012-7

装帧:

isbn:9780415896528

The Video Game Industry provides a platform for the research on the video game industry to draw a coherent and informative picture of this industry. Previously this has been done sparsely through conference papers, research articles, and popular science books. Although the study of this industry is still stigmatized as frivolous and 'only' game oriented, those who grew up with video games are changing things, especially research agendas, the acceptance of studies, and their interpretation. This book describes and defines video games as their own special medium. They are not pinball from which they grew, nor movies which they sometimes resemble. They are a unique form of entertainment based on meaningful interactions between individuals and machine across a growing sector of the population. The Video Game Industry provides a reference foundation for individuals seriously interested in the industry at the academic level. As a result, this book will serve as a reference in curricula associated with video game development for years to come.

作者介绍:

Peter Zackariasson is an associate professor in marketing at the University of Gothenburg, Sweden.

Timothy Wilson is Adjunct Professor of Marketing and Management at Umeå University, Sweden.

目录:

[The Video Game Industry](#) [下载链接1](#)

标签

电子游戏

外文原著

评论

Basic outlines of industry of video games

[The Video Game Industry](#) [下载链接1](#)

书评

[The Video Game Industry_下载链接1](#)