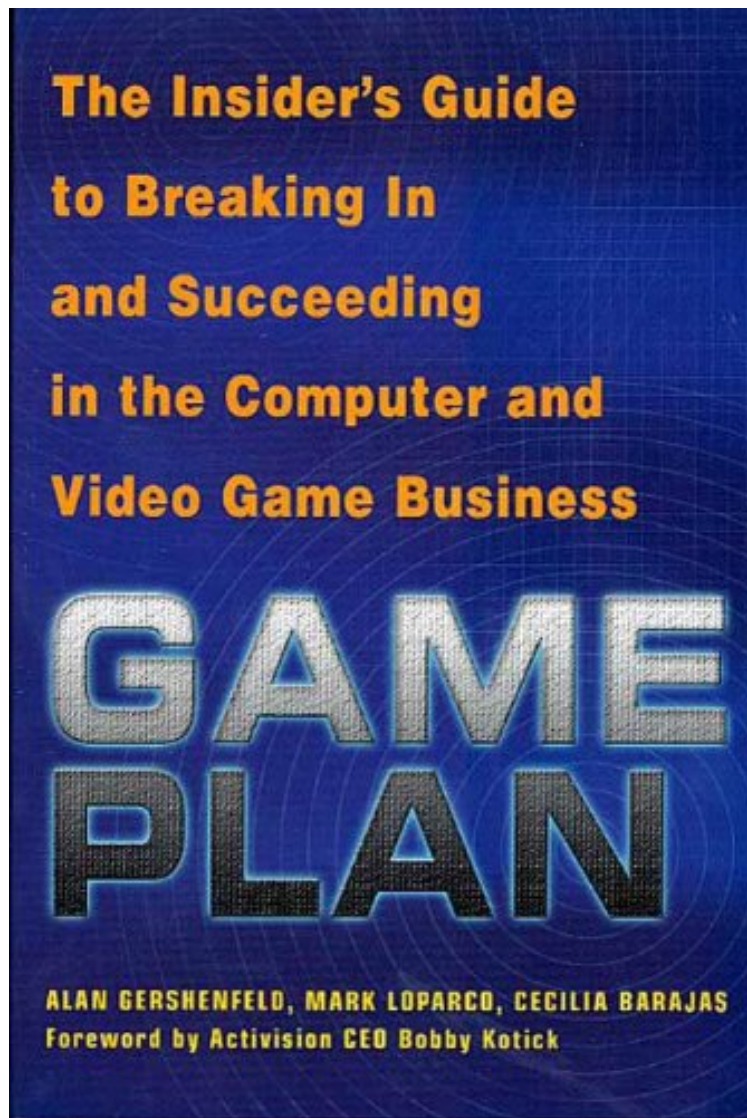


## Game Plan: The Insider's Guide to Breaking In and Succeeding in the Computer and Video Game Business

*Alan Gershenfeld, Mark Loparco, Cecilia Barajas*  
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to know about the game industry which I thought its an easy business to get into it.for those who want to know about the differences between the Publishers and the developers, this book is just perfect and you will not need any other book for more informations. Its simple, direct and every word in it is important. once you read it, you will not leave it without finishing it. very exciting to read if you are curious about how those companies work together to make games or the processing of making games.The guys who wrote this book are working for Activision which is one of the best companies in the game industry.Buy it and you will read it twice or more.0 of 0 people found the following review helpful. Five StarsBy Jeri Lynn GoinsGreat item, Recommended2 of 5 people found the following review helpful. Terrific Book!By CustomerFor anyone who has no idea but is curious about the gaming industry, then this is the book to get! For all I know ( for I am also a novice), this book covers everything about the world of gaming - game industry terminology, different game platforms, presenting concept ideas, receiving intellectual property. I know all that makes very little sense to a novice reader, but trust me, after reading this book, you'll know what I'm talking about. And for those already with jobs, but are hoping to make a career change into the gaming industry, this book provides encouraging yet practical advice on how to get started on achieving your goal. Simple things like what sort of education and internships. This book is also meant for those already in the gaming industry. It provides tips and advice on how to get your ideas on a distributor's list of possibilities and how to recieve as much credit for your idea's success. However, I'm not saying that with this book and this book alone will you be on your way to working for a major developer/distributor. The points made in this book are very blunt and straightforward. It'll explain how your love for games will be your only drive when forced to devote about 95% of your life to getting your game done on schedule. This book filters out the idealistic views of game-making to a practical cutthroat business where one minute you'll be recieving \$70,000 pay for working on a game and the next being broke and out of the job and having to force an early release of the game which you've put so much time and energy into so that it can go to becoming one of the games that get sent into the discount bin. But that, with experience and determination, you may someday end up creating the next Half-Life or Call of Duty!!!

The \$20 billion computer and video gaming business is the fastest-growing entertainment medium in the world---on track to surpass both the movie and record businesses. More than 200 million computer and video games are sold to the 140 million gamers in America every year. Game Plan: The Insiders Guide to Breaking In and Succeeding in the Computer and Video Game Business is the first book that clearly explains how to get a foot in the door to this incredibly dynamic and exciting field.This essential guide includes everything job seekers need to know about:-How the computer and video game business really works-How to break into the industry-How to get your dream game made-The many different jobs in the field-Surviving and thriving in the marketplaceThree top game veterans provide all the information readers need to begin their search: Alan Gershenfeld, former senior vice-president of Activision Studios, Mark Loparco, one of the industry's top edutainment producers, and Cecilia Barajas, an acclaimed game producer/ director and a design consultant on hundreds of games. Game Plan also features expert advice by top gamemakers from such leading game publishers and developers as Electronic Arts, Activision, Microsoft, Midway, LucasArts, and THQ.No matter what your background or job qualifications are, Game Plan will help you to decide which area of the video and computer game business appeals to you the most, and how to attain your goals of working in the industry.For anyone who's ever dreamed of one day making a game, or is simply curious if this is the field to go into---this book is a must-read.

About the AuthorAlan Gershenfeld is a full-time writer/producer for the interactive entertainment industry and former Senior Vice President of Activision. Mark Loparco is an interactive designer, producer and programmer and former Senior Producer at Disney Interactive. Cecilia Barajas is a software consultant who has worked on hundreds of games, providing creative and production guidance in addition to game design.