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Fun Inc.: Why games are the 21st Century's most serious ...

This is a comprehensive book championing video gaming, the "fun, inc." of the 21st century. If you don't know much about the gaming industry, you've come to the right place. Here you'll learn about the creativity involved in making games, unusual games (HOW, games for change), the history of video gaming, and the many uses of games (military, education, social action and awareness, etc.).

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Fun Inc. dispels these misconceptions, revealing that 40 per cent of all videogame players are women, that most of the bestselling console games of all time involve no real-world violence, and that World of Warcraft's online community of over 12m players is changing our understanding of what it means to be sociable.

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'Fun Inc.' is a window into the gaming industry, which for many of us is a foreign country, written by one of the industry's leading experts.

“An ambitious overview of the videogaming industry, from its beginning to today's immersive online games.”—Wall Street Journal Despite the recession, video games continue to break records—and command unprecedented amounts of media coverage. The U.S. is the world's biggest video games market and manufacturer, with a market now worth over \$20 billion annually in software and hardware sales—more than quadruple its size in the mid 1990s. World of Warcraft now boasts over 11 million players worldwide, and over \$1 billion per year in revenues. Gaming is flourishing as a career and a creative industry as well. 254 U.S. colleges and universities in 37 states now offer courses and degrees in computer and video game design, programming and art. Video games are increasingly for everyone: 68% of American households now play computer or video games, while the average game player is 35 years old and has been playing games for twelve years. Against the popular image, too, 43% of online U.S. game players are female. The U.S. military alone now spends around \$6 billion a year on virtual and simulated training programs, based around video games and virtual worlds. The budgets for developing the biggest games can now top the \$100 million mark and are snapping up some of the biggest names in film—from Stephen Spielberg to Peter Jackson.

Are You Smart, or What? A Bizarre Book of Games & Fun for Everyone, is loaded with word games that will both amaze and amuse readers of all ages. The games are highly clever and fun to solve. They're challenging, yet lighthearted. Answers may elude you at first, but when you discover them you'll wonder why they didn't dawn on you sooner. The games are even more fun when you quiz your family and friends. The fun is contagious! No wonder Bill Cosby endorsed it by stating, “Cleverly presented to tease, intrigue, and challenge. Naturally I scored off the charts!”

So You Think You're Smart is an eclectic collection of word games, riddles and logic puzzles to tantalize, tease and boggle the brains of readers of all ages and educational levels. The brain teasers are about ordinary words and things that everybody knows about so only common sense and a bit of resourcefulness are needed to solve them. The book is in its 17th printing and has appeared on Saturday Night Live.

It's time to gather family and friends to share some seriously fantastic fun. You'll act, sculpt, guess, draw and laugh your way through every page of this wonderful book that's packed with games and activities. Turn your dining room into a game show set with Wheel of Words! Move and groove around the house as you throw your own Dance Party! Sculpt a new 'do' (or two) with Hairdo Hilarity! With tons of fun games and activities everyone can share in the fun. You will find * Cranium Mini Fantastic Fun Game * An extra large tub of Cranium Clay® * Cranium Super Spinner * Two Flipper Frogs TM * Deluxe Game Piece * 100 Game Cards * Erasable Marker and a Sand Timer

Follow a diverse group of children as they enjoy their favourite games! Readers can delight in familiar play like hide-and-seek to more unusual activities like tangrams, all while learning about the importance of taking turns and participating. Includes end matter about the cultural origins of the featured games and toys.

Six friends cross over into a dangerous fantasy world — will they make it back alive?

Describes the rules and strategies for playing a wide variety of board, dice, and other games, including card games for adults and children, gambling games, and various forms of solitaire

This exciting interactive game book includes more than 75 games, mazes, fill-in-the-blank stories, trivia questions, comics, and more.

This book focuses on strategies for applying games, simulations and interactive experiences in learning contexts. A facet of this project is the interactive and collaborative method in which it was created. Instead of separated individual articles, the authors and editors have orchestrated the articles together, reading and writing as a whole so that the concepts across the articles resonate with each other. It is our intention that this text will serve as the basis of many more discussions across conference panels, online forums and interactive media that in turn will engender more special collaborative issues and texts.

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