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# Innovation and Marketing in the Video Game Industry

## Avoiding the Performance Trap

David Wesley and Gloria Barczak, both at Northeastern University

Video games have had a greater impact on our society than almost any other leisure activity. They influence cultural trends, drive microprocessor development and help train pilots and soldiers. Now, with the Nintendo Wii and DS, they are helping people stay fit, facilitating rehabilitation, and creating new learning opportunities.

*Innovation and Marketing in the Video Game Industry* identifies patterns that will help engineers, developers and marketing executives to formulate better business strategies and successfully bring new products to market. Readers will also discover how some video game companies are challenging normal industry rules by using radical innovations to attract new customers. Finally, this revealing book sheds light on why some innovations have attracted legions of followers among populations that have never before been viewed as gamers, including parents and senior citizens, and how video games have come to be used in a variety of socially beneficial ways.

David Wesley and Gloria Barczak's comparison of product features, marketing strategies and the supply chain will appeal to marketing professionals, business managers and product design engineers in technology-intensive industries, to government officials who are under increasing pressure to understand and regulate video games, and to anyone who wants to understand the inner workings of one of the most important industries to emerge in modern times. In addition, as video games become an ever more pervasive aspect of media entertainment, managers from companies of all stripes need to understand video gaming as a way to reach potential customers.

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*"...A compelling read based through the history of video games—the unexpected success stories and colossal failures—which give us a foundation of learning that help those of us in the industry make better decisions in this new era of gaming. The rise of social games, micro-transactions, virtual goods and ever changing platforms force us to learn from our past and continue to think out of the box."*

—Tom Sperry, CEO of Blade Games,  
founding member of Microsoft Games Group

**Contents:** Preface; Introduction; Shigeru Miyamoto and the art of Donkey Kong; Nintendo's dark age; Playstation dreams; Xbox empire; The brain age: handheld consoles and their impact on adult gamers; Rings of death; The Playstation 3: Sony's 'supercomputer'; Blu-rays and Netflix: defining 'the ultimate high definition experience'; The Wii revolution; Game development and the rise of casual games; Guitar Hero nation; Conclusion; Epilogue; Bibliography; Index.

**\*Discounts are available for classroom use. If you are interested in ordering this book for the classroom, please contact our Sales Manager, Suzanne Sprague, at [ssprague@ashgate.com](mailto:ssprague@ashgate.com)**

