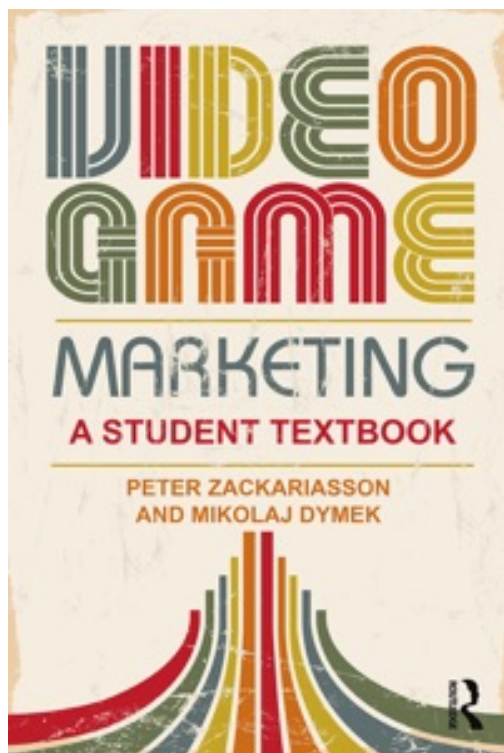


Scaricare Video Game Marketing PDF Gratis

- Peter Zackariasson & Mikolaj Dymek



Scaricare o Leggere Online Video Game Marketing Peter Zackariasson & Mikolaj Dymek PDF Gratis, The video game industry has been one of the fastest-growing cultural phenomena of our times with market conditions that demand a specific skill set from its marketers. To a new generation of "indie gamers", being a game developer isn't just about design and production, a successful video game demands entrepreneurial skills and astute business acumen. The creators need to know what their customers want, how to reach those customers and how to sell to them.

Video Game Marketing: A student textbook is for development students or aspiring developers who want to know how to promote and sell the results of their efforts. This book is a much-needed guide to:

- the essentials of marketing strategy;
- video games as products or services;
- marketing research for game development;
- branding video games;
- marketing through game: gamification, advergaming.

Replete with pedagogy to aid learning such as objectives and discussion questions for each chapter, this book is all that aspiring video game developers will need to unleash the potential of their games.

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