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Characteristics of Games by George Skaff Ellias, Richard Garfield and K. Robert Gutschera (all of the Magic: the Gathering fame) is a book on game design and analysis based on their series of lectures given at MIT. The book isn't a design manual, or a How-To book on game tactics.

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Characteristics of Games offers a new way to understand games: by focusing on certain traits?including number of players, rules, degrees of luck and skill needed, and reward/effort ratio?and using these characteristics as basic points of comparison and analysis. These issues are often discussed by game players and designers but seldom written about in any formal way.

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George Skaff Elias Richard Garfield K. Robert Gutschera Peter Whitley Eric Zimmerman Is a well-known author, some of his books are a fascination for readers like in the Characteristics of Games book, this is one of the most wanted George Skaff Elias Richard Garfield K. Robert Gutschera Peter Whitley Eric Zimmerman author readers around the world.

Understanding games--whether computer games, card games, board games, or sports--by analyzing certain common traits. Characteristics of Games offers a new way to understand games: by focusing on certain traits--including number of players, rules, degrees of luck and skill needed, and reward/effort ratio--and using these characteristics as basic points of comparison and analysis. These issues are often discussed by game players and designers but seldom written about in any formal way. This book fills that gap. By emphasizing these player-centric basic concepts, the book provides a framework for game analysis from the viewpoint of a game designer. The book shows what all genres of games--board games, card games, computer games, and sports--have to teach each other. Today's game designers may find solutions to design problems when they look at classic games that have evolved over years of playing.

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Understanding games—whether computer games, card games, board games, or sports—by analyzing certain common traits. *Characteristics of Games* offers a new way to understand games: by focusing on certain traits—including number of players, rules, degrees of luck and skill needed, and reward/effort ratio—and using these characteristics as basic points of comparison and analysis. These issues are often discussed by game players and designers but seldom written about in any formal way. This book fills that gap. By emphasizing these player-centric basic concepts, the book provides a framework for game analysis from the viewpoint of a game designer. The book shows what all genres of games—board games, card games, computer games, and sports—have to teach each other. Today's game designers may find solutions to design problems when they look at classic games that have evolved over years of playing. *Characteristics of Games*—written by three of the most prominent game designers working today—will serve as an essential reference for game designers and game players curious about the inner workings of games. It includes exercises (which can also serve as the basis for discussions) and examples chosen from a wide variety of games. There are occasional mathematical digressions, but these can be skipped with no loss of continuity. Appendixes offer supplementary material, including a brief survey of the two main branches of mathematical game theory and a descriptive listing of each game referred to in the text.

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Despite the proliferation of video games in the twenty-first century, the theory of game design is largely underdeveloped, leaving designers on their own to understand what games really are. Helping you produce better games, *Game Design Theory: A New Philosophy for Understanding Games* presents a bold new path for analyzing and designing games. The author offers a radical yet reasoned way of thinking about games and provides a holistic solution to understanding the difference between games and other types of interactive systems. He clearly details the definitions, concepts, and methods that form the fundamentals of this philosophy. He also uses the philosophy to analyze the history of games and modern trends as well as to design games. Providing a robust, useful philosophy for game design, this book gives you real answers about what games are and how they work. Through this paradigm, you will be better equipped to create fun games.

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

The authors, Elliott Morton Avedon and Brian Sutton-Smith are recognized authorities on the study of games. Elliott Morton Avedon was born on 28 April 1930 in Florida. He is the author of "Therapeutic Recreation Service: An Applied Behavioural Approach." Brian Sutton-Smith was born in Wellington, New Zealand in 1924. His academic career is focused on children's games, adult games, children's play, children's drama, films and narratives, as well as children's gender issues and sibling position. Brian Sutton-Smith is the author of some 50 books, the most recent of which is *The Ambiguity of Play*, and some 350 scholarly articles. He has been the President of The Anthropological Association for the Study of Play and of The American Psychological Association, Division g10 (Psychology and the Arts). As a founder of the Children's Folklore Society he has received a Lifetime Achievement Award from the American Folklore Society.

This is the first textbook dedicated to explaining how artificial intelligence (AI) techniques can be used in and for games. After introductory chapters that explain the background and key techniques in AI and games, the authors explain how to use AI to play games, to generate content for games and to model players. The book will be suitable for undergraduate and graduate courses in games, artificial intelligence, design, human-computer interaction, and computational intelligence, and also for self-study by industrial game developers and practitioners. The authors have developed a website (<http://www.gameaibook.org>) that complements the material covered in the book with up-to-date exercises, lecture slides and reading.

Despite the advent and explosion of videogames, boardgames--from fast-paced party games to intensely strategic titles--have in recent years become more numerous and more diverse in terms of genre, ethos and content. The growth of gaming events and conventions such as Essen Spiel, Gen Con and the UK Games EXPO, as well as crowdfunding through sites like Kickstarter, has diversified the evolution of game development, which is increasingly driven by fans, and boardgames provide an important glue to geek culture. In academia, boardgames are used in a practical sense to teach elements of design and game mechanics. Game studies is also recognizing the importance of expanding its focus beyond the digital. As yet, however, no collected work has explored the many different approaches emerging around the critical challenges that boardgaming represents. In this collection, game theorists analyze boardgame play and player behavior, and explore the complex interactions between the sociality, conflict,

competition and cooperation that boardgames foster. Game designers discuss the opportunities boardgame system designs offer for narrative and social play. Cultural theorists discuss boardgames' complex history as both beautiful physical artifacts and special places within cultural experiences of play.

As a young kid growing up in a farm town, Ross Mathews might as well have wished for a pet unicorn or a calorie-free cookie tree to grow in his front yard. Either of those far-fetched fantasies would have been more likely to come true than his real dream: working in television in Hollywood, California. Seriously, that stuff just doesn't happen to people like Ross. But guess what. It totally did. Now, with his first book, Ross takes us inside his journey as a super-fan, revealing the most embarrassing and hilarious moments of his small-town life and big-city adventures. From learning to swear like a hardened trucker to that time in high school when had to face down the most frightening opponent of all (his girlfriend's lady bits), Ross holds nothing back. Oh, then there's his surprisingly shady past involving the cutest pair of plus-sized women's pajama bottoms, deliciously dangerous pot butter, and embezzled sandwiches. And, of course, how he's managed to turn an obsession with pop-culture into one-on-one interactions with celebrities like Gwyneth Paltrow, Tiffani-Amber Theissen, Madonna, Michelle Kwan, and countless more without ever having a single restraining order issued against him. Infused with Ross's trademark humor, unique voice, and total honesty, MAN UP! is a mission statement for anyone who doesn't fit the mold. His hasn't been the most traditional way to build a career in Hollywood, but Ross has somehow managed to make his mark without ever compromising who he is. He is as serious about this as he is about Golden Girls trivia: You don't need to change who you are to achieve your dreams (although there's nothing wrong with a makeover every now and then). You just need to Man Up!

The rules are simple . . . The math is easy . . . The puzzles get harder and harder! Hooked on area mazes? YOU'RE IN LUCK! Volume Two delivers 100 more puzzles. Your quest is to navigate a network of rectangles to find a missing value. Just remember: Area = length x width Use spatial reasoning to find helpful relationships Whole numbers are all you need. You can always get the answer without using fractions! Originally invented for gifted students, area mazes have taken all of Japan by storm. Are you a sudoku fanatic? Do you play brain games to stay sharp? Did you love geometry . . . or would you like to finally show it who's boss? Try area mazes—they could be just what you're craving!

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