

## Fun Inc Why Games Are The 21st Centurys Most Serious Business Tom Chatfield

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Fun Inc is a wonderful guided tour through the world of gaming and the games industry. I find it strikes just the right balance for an informative tour. You're neither left feeling as if you're going over stuff thats already known, nor are you left feeling lost from something being left out or poorly explained.

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People make many assumptions about video games; only teenage boys play them, they increase anti-social behaviour and they tend to be violent. Fun Inc. dispels these misconceptions, revealing that 40 per cent of all video game players are women, that most of the bestselling console games of all time involve no real-world violence at all, and how World of Warcraft's online c

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

Fun Inc: Why Games are the 21st Century's Most Serious Business by Tom Chatfield. Here is a compelling defence of the much maligned but fantastically successful computer game.

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Get this from a library! Fun Inc. : why games are the twenty-first century's most serious business. [Tom Chatfield] -- There are some things that are simply a given about video games. Games are played by teenage boys. 40 per cent of all US video game players are women. Video games tend to be violent and it's their ...

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### Amazon.com: Customer reviews: Fun Inc.: Why Games Are the ...

'Tom Chatfield's Fun Inc. is the most elegant and comprehensive defence of the status of computer games in our culture I have read, as well as a helpful compendium of research ... The numbers surrounding the sector are certainly thudding. By the end of 2008, annual sales of video games - not including consoles or devices - was \$40 billion, comfortably outstripping the movie business.

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"Fun Inc. is the most elegant and comprehensive defence of the status of computer games in our culture I have read. The sheer pervasiveness of game experience—99 per cent of teenage boys and 94 per cent of teenage girls having played a video game—means that instant naffness falls upon those who express a musty disdain for the medium.

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### Fun Inc.: Why Gaming Will Dominate the Twenty-First ...

One element of the gaming industry that will surprise some readers is the billions of dollars made by "gold farmers," people who play online games such as World of Warcraft, and then sell the loot acquired in the game for real-world dollars to other gamers. China alone is estimated to have over a million of these gold farmer players working right now.

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### FUN Incorporated - Magic Trick and Novelty Manufacturer ...

Fun Inc is a book first published in January 2010 by Tom Chatfield, examining videogames in terms of their cultural status, potentials as a medium and as a business. It addresses popular concerns such as the debate over violence in games, as well as the questions of games as art, as one of the most fundamental of human cultural activities, and as a potentially transforming force in the social ...

### Fun Inc - Wikipedia

Fun Inc. : why games are the 21st century's most serious business. [Tom Chatfield] -- '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.

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But it is fun to think such thoughts, which is why this run has been so enjoyable despite the oddness of two teams from the Eastern U.S. playing in a mostly empty arena in Edmonton.

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Tom Chatfield is a freelance author and commentator. His first book, Fun Inc. (Virgin), was published in 2010. He has done design, writing and consultancy work for games and media companies including Google, Mind Candy, VCCP, Preloaded, Grex, Red Glasses and Intervox; and has spoken widely on technology, media and gaming at forums including TED Global, the Cannes Lions Festival, the House of ...

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