



Interactive Entertainment: A Videogame Industry Guide

Brent Rabowsky

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A comprehensive book about the video game industry. The book discusses, in detail, the life cycle of a video game from conception to distribution, including analysis of how game production, marketing, and sales teams work together to launch a successful product.

In addition, the book provides informative chapters on intellectual property, and contractual, regulatory, and other legal issues.

Topics covered are:

Genres and Platforms, Publishing and Industry Economics, Ancillary Opportunities, Industry Trade Organizations, Regulation, Legal Affairs, and Forming and Running a Games Company.

The target audience is the millions of gamers, both in the United States and abroad, who participate in the fun and excitement of gaming. The book also appeals to those professionally involved in the industry since it is a comprehensive reference covering all aspects of the business. Additionally, many universities are now offering courses in all aspects of video game production and management; this book can serve as a textbook for these courses.

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