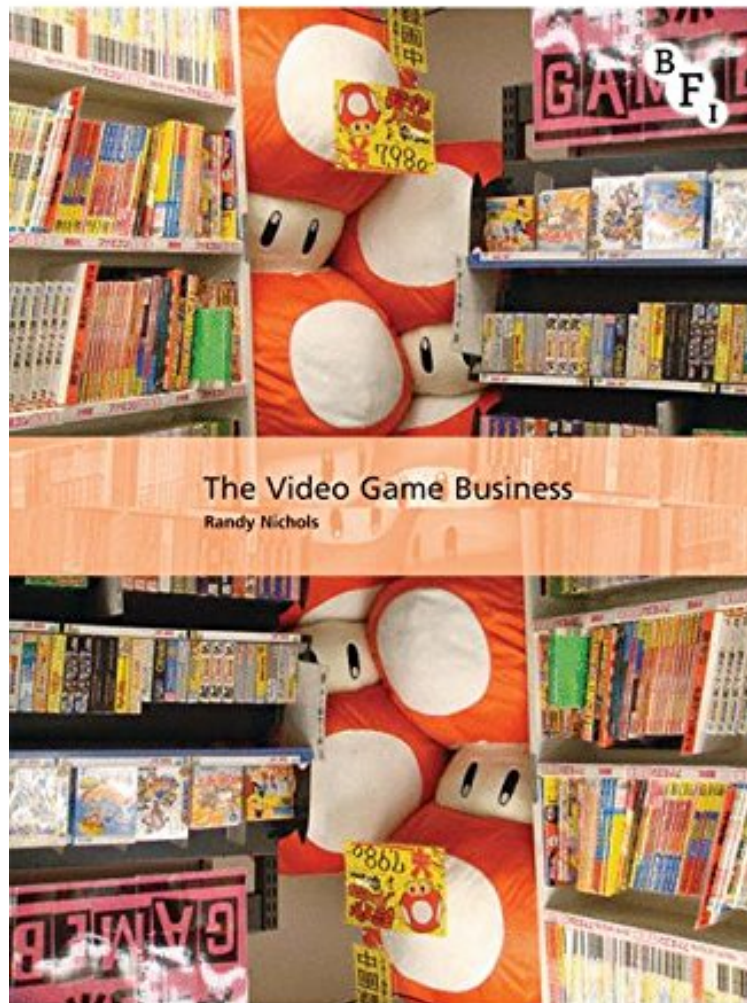


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From the Back Cover A dominant global cultural force, the video game business is diverse and increasingly influential. In this comprehensive industrial, historical, economic and theoretical overview of the business, Randy Nichols examines its emergence, culture, structure, production processes and relationship with audiences and other cultural industries. Including profiles of major players, case studies of key industrial moments, and data on audiences, labour and other crucial factors in the video game business's success, this illuminating book explores the key changes and challenges of its past, present and future. About the Author Randy Nichols is Assistant Professor of English and Media Studies at Bentley University, USA.