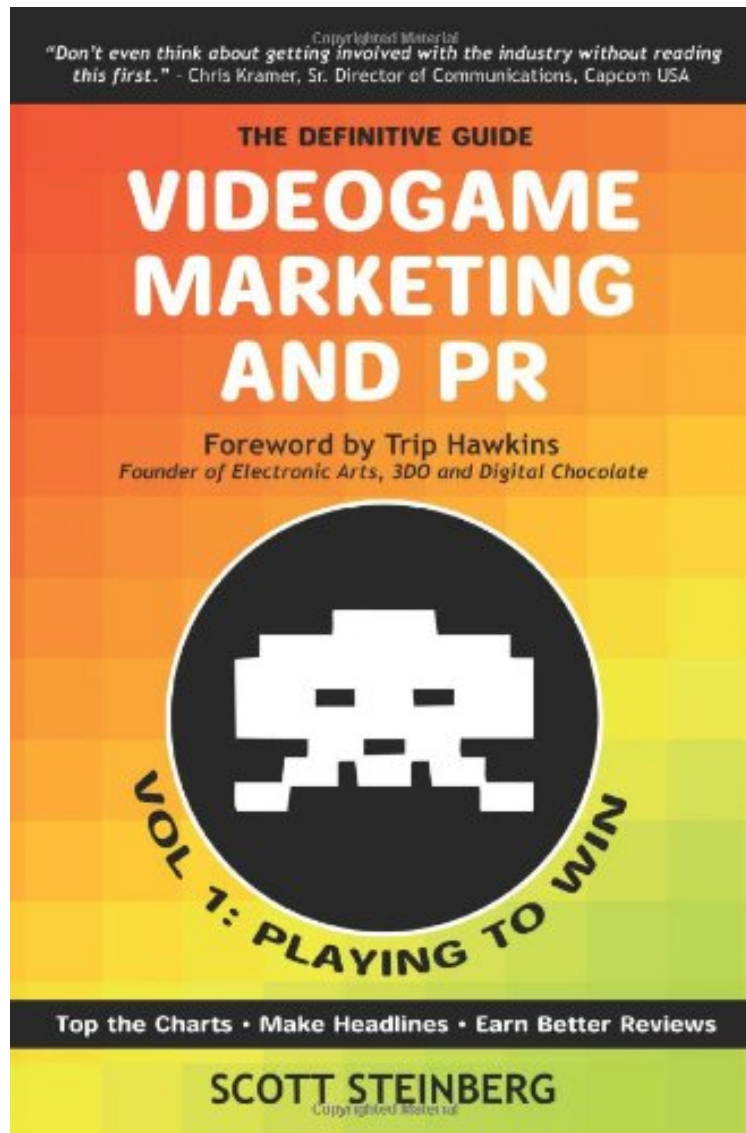


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Videogame Marketing and PR: Vol. 1: Playing to Win

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5 of 6 people found the following review helpful. a bunch of ideas By Bart Norre I admit I am new to the video game industry but not new to marketing I would have hoped to find something more consistent under the title video marketing It is a bunch of ideas of which a lot are just basic marketing rules we know since years It does not really give an insight where the industry is going only some vague ideas It's Scott's personal pamphlet, kind like a blog on paper And

finally a promotion of his own company I think the industry is very interesting and there's for sure a lot more to say but maybe we need to pay expensive consultancy for it?

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About the Author Scott Steinberg is managing director of Embassy Multimedia Consultants, which counsels game industry developers, publishers and investors worldwide, and co-author of *The Videogame Style Guide*. The industry's most prolific author and radio/TV host, he's covered gaming for 300+ outlets from CNN to Playboy, USA Today and TV Guide. Other ventures include software publisher Overload Entertainment and Games Press USA, the ultimate resource for game journalists. www.sellmorevideogames.com