

## Online Game Pioneers At Work

Längst sind virtuelle Lebenswelten kein privilegierter Bereich der Computerkultur mehr. Vielmehr prägt Virtualität unsere Gegenwart auf vielfältige Weise. Der vorliegende Band Virtuelle Lebenswelten. Körper - Räume - Affekte erkundet Theorie und Geschichte der Virtualität und sondiert die lebensweltlichen Einätze aus Perspektiven der Medienwissenschaft, Soziologie, Philologie, Pädagogik, Psychologie und Rechtswissenschaft. Die Beiträge tragen eine Geschichte der Virtualität zusammen, die sich als anderes und mehr als eine Geschichte des Computers und der Digitalisierung darstellt. Sie skizzieren eine Theorie der Virtualität, fragen nach Status, Funktion und Akzeptanz virtueller Phänomene und nehmen Praktiken und Anwendungen der Virtualität in den Wissenschaften, in Kunst und Literatur, in Recht und Medizin in den Blick.

In this book, Marcella Szabiewicz traces what she calls the topography of digital game culture in urban China, drawing our attention to discourse and affect as they shape the popular imaginary surrounding digital games. Szabiewicz argues that games are not mere sites of escape from Real Life, but that locations around which dominant notions about failure, success, and socioeconomic mobility are actively processed and challenged. Covering a range of issues including nostalgia for Internet cafés as sites of youth sociality, the media-driven Internet addiction moral panic, the professionalization of e-sports, and the rise of the self-proclaimed loser (diaozi), Mapping Digital Game Culture in China uses games as a lens onto youth culture and the politics of everyday life in contemporary China. Based on ethnographic fieldwork conducted between 2009 and 2015 and first-hand observations spanning over two decades, the book is also a social history of urban China's shifting technological landscape.

"This book provides fresh ideas on how IT and modern management can contribute to societal and economic objectives and the significant role of IT for global challenges and international collaboration"--Provided by publisher.

Teachers work with students, parents, administrators, coaches, camp counselors, education researchers, postsecondary institutions, teachers of other grades and other subjects-in short, teachers accomplish their daily miracles through collaboration by asking questions about what they don't know and sharing what they do. This book was written by teacher pioneers to share their collaborating, their designing, and their exploring.

A Handbook for Mental Health Professionals

Game Development Essentials: Online Game Development

The Cursed King and Other Stories

The Fight for Privacy in the Digital Age: A Political History of Digital Encryption

Click and Grow Rich

Rescuing BeefSteak: The Story of a Pragmatic Pioneer Idealist

Confessions of a Teenage Gamer

*What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and rein/force a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish, Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.L.a.C. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an e/ffort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step through achieving this critical goal."- Ted Rubin, author of Return on Relationship "Green customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cakes, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMAACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.*

*By 1871, the popularity of baseball had spread so thoroughly across America that one writer observed, "It is as much our national game as cricket is that of the English." While major league teams and athletes that played after this prophetic statement was made have been exhaustively documented and analyzed, those that led the game during its pioneer phase from 1850 to 1870 have received relatively little attention. In this welcome work, leading historians of early baseball provide profiles of more than fifty clubs and their players, from legendary teams such as the Red Stockings of Cincinnati and the Nationals of Washington to forgotten names like the Peoriaians (Illinois) Base Ball Club and the Morning Star Club of St. Louis. Engaging narratives bring these long-ago clubs back to life, stimulating more research on this fascinating era and creating a standard reference source for all who study America's national pastime.*

*When people think of World of Warcraft, they think of a socially awkward, one-faced teenager with "no life." Confessions of a Teenage Gamer challenges these stereotypes and shows how a kid from a wealthy family with every opportunity at his fingertips ended up finding himself in a video game. Confessions of a Teenage Gamer is funny in its honest riddlings of teenage puberty, witty in its commentary on rich suburban life, and thought provoking in a way that questions the meaning behind success and happiness. This true story draws parallels between sports, music, and video games and shows how, at the core, they teach many of the same lessons. With a successful spine surgeon for a father, a music teacher for a mother, and a house full of driven, high-achieving siblings, Nicolas Cole's Confessions of a Teenage Gamer shows how far one boy will go to chase his dream of becoming a professional gamer.*

*Online Gaming and Playful Organization explores the cultural impact of gaming on organizations. While gaming is typically a form of entertainment, this book argues that gaming communities can function as a useful analogue for work organizations because both are comprised of diverse members who must communicate and collaborate to solve complex problems. By examining the impact of gaming beyond its own context, this book argues that one can apply numerous lessons from the virtual world of online games to the "real" world of business, schools, and other professional communities. Most notably, it articulates the concept of playful organizations, defined as organizations in which the ability to play has become so institutionalized that it is spontaneous, creative, and enjoyable. Based on original research, Online Gaming and Playful Organization establishes an interdisciplinary framework for further conceptual and empirical investigation into this topic, with the dual goals of a better understanding of the role of online games and virtual worlds, and of the possible structural and cultural transformation of public and private organizations.*

*150 Fun and Challenging Brain Teasers*

*The French-Walloon Cinéma du Nord*

*Miraculous Realism*

*Mapping Digital Game Culture in China*

*Meadow Brook*

*The Politics and Poetics of Game Creation Tools*

**Communication Technology Update and Fundamentals** has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. The 15th edition is completely updated, reflecting the changes that have swept the communication industries. The first five chapters offer the communication technology fundamentals, including the ecosystem, the history, and structure—then delves into each of about two dozen technologies, including mass media, computers, consumer electronics, and networking technologies. Each chapter is written by experts who provide snapshots of the state of each individual field. Together, these updates provide a broad overview of these industries, as well as the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 15th edition includes:
**First-ever chapters on Big Data and the Internet of Things**
**Updated user data in every chapter**
**Projections of what each technology will become by 2031**
**Suggestions on how to get a job working with the technologies discussed**
**The companion website, www.tfi.com/ctu, offers updated information on the technologies covered in this text, as well as links to other resources**

An argument that production tools shape the aesthetics and political economy of games as an expressive medium. In *Making Games*, Stefan Werning considers the role of tools (primarily but not exclusively software), their design affordances, and the role they play as sociotechnical actors. Drawing on a wide variety of case studies, Werning argues that production tools shape the aesthetics and political economy of games as an expressive medium. He frames game-making as a (meta)game in itself and shows that tools, like games, have their own "procedural rhetoric" and should not always be conceived simply in terms of optimization and best practices.

Long an outcast from his beloved Senagra, the wizened warrior named Fendreg, garbed in his mystical gaden armor, wanders the world, but always with an eye towards returning to home. Honor compels him time and again to aid those in need. In "The Cursed King and Other Stories" author Shaun Kilgore brings together a few of his fabled Senagran's exploits.

Maybe you're a recent college graduate, looking for a successful start to your career. Or an experienced professional, feeling the need to try something new. Either way, a whole host of opportunities await you-but if you really hope to ace that interview and get the job you want, you'll need the right skills to get ahead. So when you're navigating the complex twists and turns of today's changing job market, let I'll Get That Job! serve as your road map and guide. Featuring advice from real HR professionals, headhunters, and team managers, this essential job-hunting companion will let you know exactly what you need to do to increase your chances, from social media presence to writing a great CV. While shedding light on the many myths and outdated "rules" that may actually bog you down in today's job-seeking experience, I'll Get That Job! serves as a source of motivation and encouragement for modern job hunters. After all, with hard work and the right mind-set, it really is possible for you to get that job you've always wanted-and become the most successful version of yourself along the way!

Technology Lifecycle and Workflow Analysis

Modeling, Embodiment, Figuration

Social Net Working and the Web

Crypto Wars

Gamers at Work

Heart Work

Web Games

**The crypto wars have raged for half a century. In the 1970s, digital privacy activists prophesied the emergence of an Orwellian State, made possible by computer-mediated mass surveillance. The antidote: digital encryption. The U.S. government warned encryption would not only prevent surveillance of law-abiding citizens, but also criminals, terrorists, and foreign spies, ushering in a real dystopian future. Both parties fought to defend the citizenry from what they believed the peripetous threats. The government tried to control encryption to preserve its surveillance capabilities; privacy activists armed citizens with cryptographic tools to challenge government regulations. No one has ever won. Governments have failed to forge a framework to govern the, at times conflicting, civil liberties of privacy and security in the digital age—an age when such liberties have an outsized influence on the citizen-State power balance. Solving this problem is more urgent than ever. Digital privacy will be one of the most important factors in how we architect twenty-first century societies—its management is paramount to our stewardship of democracy for future generations. We must elevate the quality of debate on cryptography, on how we govern security and privacy in our technology-infused world. Failure to end the crypto wars will result in societies sleepwalking into a future where the citizen-State power balance is determined by a twentieth-century status quo unfit for this century, endangering both our privacy and security. This book provides a history of the crypto wars, with the hope its chronicling sets a foundation for peace.**

**Two hundred entries offer profiles of key figures; essays on such topics as cookies, content filtering, and digital libraries; and a chronology beginning with the prehistory of the Internet from 1843-1956 and concluding with the 2004 presidential campaign.**

**"This book is intended to provide an introduction to, and an overview of, the computer industry—or the "Computer Age"--as well as the key people who created the computerised world we live in... without too many technical details. The idea is to offer a snapshot of the industry at this point in time and find out how it got where it is today, highlighting its most notable inventions and innovations and the pioneering people who are responsible for them. It is not really meant to be an exhaustive record of anything, although it does feature some lists of important developments and pioneering people."--Cover.**

**In the mid 2000s, online gaming was a robust and thriving culture, with dedicated participants around the world. A decade later, mobile games had spawned billion-dollar franchises, and e-sports had earned a viewership rivaling the audiences of blockbuster films. As online gaming grew into a pop culture industry, new questions were raised about the role of video games in business, politics, education, and culture. The articles in this collection showcase the development of this multi-faceted industry, and features such as media literacy terms and questions will engage readers beyond the text.**

**Körper - Räume - Affekte**

**What's Your Green Goldfish?**

**The Internet**

**Through the Moongate. The Story of Richard Garriott, Origin Systems Inc. and Ultima**

**Virtual Community Practices and Social Interactive Media: Technology Lifecycle and Workflow Analysis**

**The Proven Formula for Starting and Growing a Successful and Wildly Profitable Business Online**

**I'll Get That Job!**

In the global game industry where the U.S. has already established its strong position in PC game and Japan in console game, Korea successfully opened new territory and began to play an important role in the global game industry with a new and emerging product — the online game. This book focuses on this interesting phenomenon and suggests that innovation, which led to the shift from the offline game to the online game, is the rationale behind this. Based on field data gathered through direct investigations with Korean game developers as well as the U.S., Southeast Asian, Chinese and Japanese companies, this book unveils diverse strategies of game companies and presents cognitive differences toward the online game business where various convergences will occur between the online game and other Internet businesses.This book focuses on the innovative factors which made the online game, born in a small Asian country, grow tremendously and successfully to gain competitiveness in the global game industry where the PC and console games had already taken their strong position. Based on authentic, accumulated research conducted over five years in the domain of the online game industry through interviews, case studies and international surveys, the data in this book has huge value since the results were derived from users' data with the cooperation of each game industry. Ironically enough, one of the twentieth century's leading pacifists wrote Little Wars, a book that has entertained and enlightened war buffs for the past hundred years. H. G. Wells, the great science-fiction pioneer, turned his attention from tales of time travel and alien invasions to write the first classic book of war games. His simulations of past battles and hypothetical future clashes allow readers to test their tactical and strategic skills and attempt to rewrite history. The companion piece, Floor Games, offers a more lighthearted look at war games. Based on the playful battles Wells waged with his sons, the narrative describes how creative play with miniature figures can transform an ordinary room into a magical world. The book has since been hailed as an inspiration for the development of a nonverbal psychotherapeutic method employed in the treatment of adults and children. Both Little Wars and Floor Games feature winsome illustrations by J. R. Sinclair that enhance their antique charm. This volume offers innovative ways to think about speculation at a time when anticipation of catastrophe in an apocalyptic mode is the order of the day and shapes public discourse on a global scale. It maps an interdisciplinary field of investigation: the chapters interrogate hegemonic ways of shaping the present through investments in the future, while also looking at speculative practices that reveal transformative potential. The twelve contributions explore concrete instances of envisioning the open unknown and affirmative speculative potentials in history, literature, comics, computer games, mold research, ecosystem science and artistic practice.

The Foundations of Wargaming

Virtuelle Lebenswelten

Digital Babylon

Online Gaming and Playful Organization

Base Ball Pioneers, 1850-1870

Pioneers in Mathematics

Handbook of East Asian Entrepreneurship

*Destiny Allen, a Web designer for software giant Scenaria Systems Systems, finds herself involved in a deadly puzzle that blurs the boundaries between the virtual and the real. At stake: the infrastructure of modern America. Her resources: Dina Gustafson, a college friend, and Karl Lustig, an Israeli technology journalist with friends in dark places. The challenge: sort the good guys from the bad before the lights go out. A fast-paced technology thriller, Web Games is about real risks and virtual worlds, about Internet threats as close as tomorrow's nightly news, and about the ever-escalating warfare between black-hat hackers and modern society.*

*An authoritative study of this postsecular film movement from the French-Belgian border region that rose to prominence at the lurn of the twenty-first century. At the 1999 Cannes Film Festival, two movies from northern-Francophone Europe swept almost all the main awards. Rosetta by the Walloon directors Jean-Pierre and Luc Dardenne won the Golden Palm, and L'Humanité by the French director Bruno Dumont won the Grand Prix; both won acting awards as well. Taking this "miracle" of Cannes as the point of departure, Niels Niessen identifies a transregional film movement in the French-Belgian border region—the Cinéma du Nord or "cinéma of the North." He examines this movement within the contexts of French and Belgian national cinemas from the silent era to the digital age, as well as that of the new realism/realist in world cinema of the last three decades. In addition, he traces, from a northern perspective, a secular-religious tradition in Francophone European film and philosophy from Bresson and Pialat, via Bazin, Deleuze, and Godard, to the Dardennes and Dumont, while critiquing this tradition for its frequent use of a humanist vocabulary of grace for a secular world. Once a cradle of the Industrial Revolution, the Franco-Belgian Nord faced economic crisis for more of the twentieth century. Miraculous Realism demonstrates that the Cinéma du Nord's rise to prominence resulted from the region's endeavor to reinvent itself economically and culturally at the crossroads of Europe after decades of recession. Niels Niessen is a Researcher in Arts and Culture at Radboud University Nijmegen, the Netherlands.*

*This is volume 76 of the Advances in Computers. Since 1960, annual volumes are produced containing chapters by some of the leading experts in the field of computers today. For almost 50 years these volumes present ideas and developments that are radically changing our society. One of the most important ideas sweeping though society today is the social networking website. Names like Wikipedia, Flickr, Second Life, Twitter, Facebook, Meetup, MySpace, LinkedIn, among others, are becoming common parlance as the youth, and a growing segment of the adult population, now view such websites as alternatives to the corner convenience store or coffee shop and critically important avenues for social interactions. In this volume we explore this phenomenon to describe the development of some of these ideas as well as developments in web technology that enable this to occur. This volume contains seven chapters divided into two parts. The first three chapters describe the social networking phenomenon and provide insights into the technology and influences on our culture. The last four chapters provide details of the underlying technology that allows the web to expand to include these social networking sites, as well as other new applications for information dissemination, accessing, and sharing.*

*So You Think You're Smart is an eclectic collection of word games, riddles and logic puzzles to tantalize, tease and boggle the brains of readers of all ages and educational levels. The brain teasers are about ordinary words and things that everybody knows about so only common sense and a bit of resourcefulness are needed to solve them. The book is in its 17th printing and has appeared on Saturday Night Live.*

*How the Geeks, the Suits, and the Ponytails Fought to Bring Hollywood to the Internet*

*The Clubs and Players Who Spread the Sport Nationwide*

*So You Think You're Smart*

*A Real Guide from Real Experts on Getting the Job You Want!*

*Part 1 - From Akalabeth to Ultima VI*

*Teacher Pioneers*

*Communication Technology Update and Fundamentals*

"Gamers at Work is a critical resource for new and experienced business leaders!for anyone who feels unprepared for the demanding and seemingly insurmountable trials ahead of them."
"Peter Molyneux OBE, founder, Lionhead Studios
"Gamers at Work explores every imaginable subtlety of the video-game industry through the fascinating stories of those who took the risks and reaped the rewards."
"lHal Halpin, president, Entertainment Consumers Association "
"This is the sort of book that can tear the most hardcore gamers away from their PCs, Macs, or consoles for a few hours of rewarding reading."
"lNorth County Times
"Gamers at Work is truly an invaluable resource that is well worth adding to your personal library."
"lWii Love It
There are few companies in the video-game industry that have withstood the test of time; most startups exit as quickly as they enter. In Gamers at Work: Stories Behind the Games People Play, the countless challenges of building successful video-game developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way. Gamers at Work presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in Games Behind the Games, you will find their stories replete with their personal struggles, corporate intrigue, and insights into strategy, leadership, and management. Gamers at Work: Explores the formation of entertainment software companies from the perspectives of successful founders who played the odds Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business As an added bonus, check out Online Game Pioneers at Work, published in 2015, for even more incredible stories from leaders in the mobile space. Featured Entrepreneurs: Trip Hawkins, Electronic Arts (Madden NFL), Nolan Bushnell, Atari (Pong) Will Bill Siskley, Microbase Software (Sid Meier's Civilization), Tony Goodman, Ensemble Studios (Age of Empires) Feargus Urquhart, Obsidian Entertainment (Star Wars: Knights of the Old Republic II), Tim Cain, Troika Games (Arcanum, Vampire: the MasqueradeBloodlines) Warren Spector, Junction Point Studios (Disney Epic Mickey) Doug & Gary Carlson, Broadsword Software (Prince of Persia, Carmen Sandiego) Don Daglow, Stormfront Studios (Neverwinter Night, Tony La Russa Baseball) John Smedley, Verant Interactive (EverQuest, PlanetSide) Ken Williams, Sierra On-Line (King's Quest, Leisure Suit Larry) Lorne Lanning, Oldworld Inhabitants (Oddworld) Chris Uem, Appy Entertainment (Face/Fighter, Trucks & Skulls) Tohi Sualhier, 1st Playable (Kung Zhu, Yogi Bear) Christopher Weaver, Bethesda Softworks (The Elder Scrolls) Jason Rubin, Naughty Dog (Crash Bandicoot, Uncharted) Ted Price, Insomniac Games (Spyro, Resistance) Other books in the Apress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3354-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7

In Click and Grow Rich, readers discover the 9-step proven formula for creating a widely successful online business. The unsettling truth is that 95 percent of all businesses fail within the first two years or keep the owner chained to it like a dead-end job. Click and Grow Rich helps readers create true personal freedom in their lives by learning Bret Fogle and E. Daniel Miller's unique MPMS52 formula that they used to generate millions in online sales. It also shares how anybody can implement this simple process to create a successful money-making online business. Click and Grow Rich is useful for readers in all walks of life, whether they just want to earn extra money, quit a job, or build an enormously profitable online business that can be sold later. Click and Grow Rich helps people worldwide take control of their financial future by sharing these simple success principles and giving them a [playbook] for success on how to achieve financial freedom in their lives. Much more than a book of [strategies,] this is a rallying cry to join the #FREEDOMFIGHTER movement, achieve true time and money freedom, and live life on one's own terms.

The magazine that helps career moms balance their personal and professional lives.

Explores the digital entertainment industry's collaboration between technogeeks, media moguls, and business interests

A Historical Encyclopedia

Little Wars and Floor Games

From Internet Adverts to Esports Athletes

Beyond Dolls: 15 Ways to Drive Employee Engagement and Reinforce Culture

Working Mother

15th Edition

Innovation and Strategy of Online Games

*With an innovative, business-model approach, Game Development Essentials: Online Game Development provides the essentials needed to achieve long-term success with Massively Multiplayer Online Games (MMOGs). This book takes a significant and valuable departure from traditional game development books by addressing MMOG development as a complex, multi-faceted, service-oriented business, instead of focusing solely on technical, artistic, or design techniques. The resulting multi-dimensional focus allows readers to design their game and organize their development process with the entire business in mind. Coverage includes the key differences between single player games and MMOGs, as well as how the various components of the development process, such as the business model, marketing plan, gaming community and technical constraints, influence one another and determine the success of the MMOG. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

*Richard Garriott is one of the most well-known personalities in the video game industry, and one of the last of its pioneers still in the business. Ultima, the revolutionary series of role-playing games he designed, and Origin Systems Inc., the company he co-founded in 1983, are inextricably linked to the history of videogames. This is their story. Part 1 - From Akalabeth to Ultima VI*

*How Flash rose and fell as the world's most ubiquitous yet divisive software platform, enabling the development and distribution of a world of creative content. Adobe Flash began as a simple animation tool and grew into a multimedia platform that offered a generation of creators and innovators an astonishing range of opportunities to develop and distribute new kinds of digital content. For the better part of a decade, Flash was the de facto standard for dynamic online media, empowering amateur and professional developers to shape the future of the interactive Web. In this book, Anastasia Salter and John Murray trace the evolution of Flash into one of the engines of participatory culture. Salter and Murray investigate Flash as both a fundamental force that shaped perceptions of the web and a key technology that enabled innovative interactive experiences and new forms of gaming. They examine a series of works that exemplify Flash's role in shaping the experience and expectations of web multimedia. Topics include Flash as a platform for developing animation (and the "Flashimation" aesthetic); its capacities for scripting and interactive design; games and games enabled by the reconstruction of the browser as a games portal; forms and genres of media art that use Flash; and Flash's stance on openness and standards—including its platform-defining battle over the ability to participate in Apple's own proprietary platforms. Flash's exit from the mobile environment in 2011 led some to declare that Flash was dead. But, as Salter and Murray show, not only does Flash live, but its role as a definitive cross-platform tool continues to influence web experience.*

*Strategies and Perspectives*

*Stories Behind the Games People Play*

*Online Game Pioneers at Work*

*Winning Strategies and Tactics*

*Electronic Globalized Business and Sustainable Development Through IT Management: Strategies and Perspectives*

*Flash*

*Building the Interactive Web*

With the shift of the global economic gravity toward emerging economies and the roaring economic growth of the past three decades in China, East Asian catching-up growth strategies have profound implications for latecomer economies. While there are many handbooks on entrepreneurship in general, there is no reference on East Asian entrepreneurship. This is the first of its kinds in the market. The volume provides a useful reference for those who want to know East Asian entrepreneurship and business systems. It also provides many excellent cases and illustrations on the growth of entrepreneurial firms and the rise of branded products in East Asia. Policy makers or scholars who are interested in entrepreneurship, small and medium sized enterprises, Asian business systems, international business, innovation and technology management, economic development, strategic management and East Asian studies would benefit from this volume. The volume contains two parts. The first part is the key concepts associate with entrepreneurship and East Asian firm growth and transformation. The second part presents cases of entrepreneurial firms and their founders in East Asia, including Japan, South Korea, Taiwan, Hong Kong and China. With the handbook, scholars, students and policy makers can grab some basic ideas how entrepreneurs and firms in East Asia compete and survive in the world market and understand why and how East Asia economies can emerge as one of the most dynamic regions in the world. Part 1 concepts: relating to Entrepreneurship; Guaxi Catching-up strategies Types of Entrepreneurship Business System Strategic Management Leadership Part II cases cover variedly from manufacturing to services industries, and specifically including traditional and newly corporations ranging from toys, convenient stores, fast fashion, high-tech, to catering and service. Written by experts in their respective areas, Handbook of East Asia entrepreneurship is an excellent review of theories, policies and empirical evidences on important topics in Entrepreneurship in East Asia economic development. The book is both a superb teaching tool and a valuable handbook in development economics.

Online Counseling gives practical insight into how professionals can translate and extend their practice to the electronic online medium. The volume provides an overview of current research on the use and effectiveness of counseling online and data on the idiosyncrasies of online behavior and communication. The practical aspects of and skill sets required for counseling online are discussed at length, as are technological, ethical, legal and multicultural issues, treatment strategies, and testing and assessment. Foreword by Morgan Sammons and Patrick DeLeon, past president of the American Psychological Association The first comprehensive textbook designed to give clinicians and mental health students everything they need to understand and start providing mental health services via the Internet Each chapter includes study questions and key terms, making it ideal for use in graduate or continuing education settings Includes clear and comprehensive chapters on research and technology related to online counseling Contributors include past, present, and elected presidents of the International Society for Mental Health Online (ISMHO), the Internet's leading resource for professionals interested in online counseling and other methods of delivering mental health services via the Internet

In this groundbreaking collection of 15 interviews, successful founders of entertainment software companies reflect on their challenges and how they survived. You will learn of the strategies, the sacrifices, the long hours, the commitment, and the dedication to quality that led to their successes but also of the toll that this incredibly competitive market has on even its most brilliant minds. For the hundreds of thousands of game developers out there, this is a must read survival guide. For those who simply enjoy games and know of some of these founders, this will be a most interesting read. Sales of video games, hardware, and accessories reach upwards of \$20 billion every year in the United States alone, and more than two-thirds of American households include video games in their daily lives. In a world that seems to be overflowing with fortune and success, the vicious truth of this booming industry is easily forgotten: failure is tradition. Video games define a cultural crossroad where business, entertainment, and technology converge, where the risks are great, cutting edge technology is vitally important and competition is intense. Here are the stories of survival from many of the industries luminaries who founded companies, created industries in their home countries, took amazing risks, innovated technologies, and invented new ways to sell. Among this outstanding group of pioneers are Richard Garriott, founder of Origin, astronaut, and the producer of the revolutionary Ultima Online, John Romero of Doom, Wolfenstein and Quake fame, and Victor Kislii whose World of Tanks set the Guinness world record for the most people online at once with over 1.1 million people playing! You will read their stories and you will gain an understanding of how they managed in such a demanding business. There are a few game development companies that have withstood the test of time, most startups exit as quickly as they enter the scene. Many firms are outpaced by the explosive worldwide growth and economic realities of the sector. Here are enlightening the stories of entrepreneurs who found success and many who subsequently could not repeat it. They walk you through their incredible journeys of success and failure while expressing their views on development, design, hiring, finance, business models, selling their organization, the business life cycle, their frustrations and mistakes, while showing their intensity and their passion for the business along the way. Online Game Pioneers at Work: Explores the formation of entertainment software companies from the perspectives of successful founders who defied the odds Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business Other books in the Apress At Work Series: Gamers at Work, Ramsay, 978-1-4302-3351-0 Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3354-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7

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