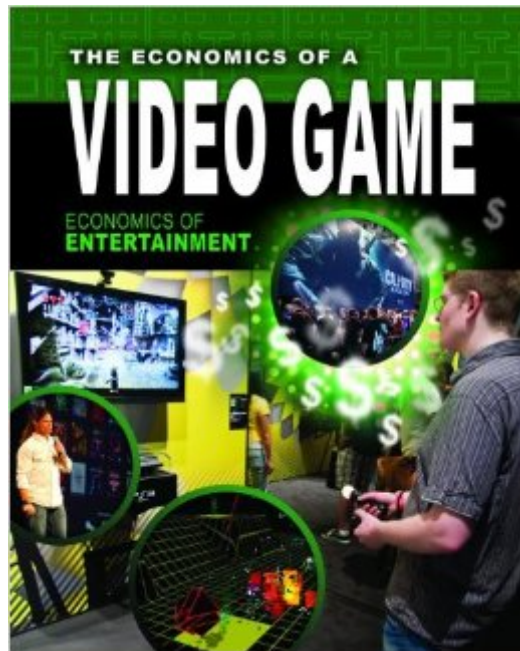# The Economics Of A Video Game (Economics Of Entertainment)

Synopsis

The video game is fresh out of the packagingbut what happened before that to get that game into your hands? The Economics of a Video Game takes a fascinating look at the production process and financing of a video game. Various links in the economic chain include development of a prototype, pitching the game to a publisher for funding, development of the software by designers and programmers, testing, advertising, trade shows demonstrations, packaging, and distribution.

Book Information

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