# Gamers at Work: Stories Behind the Games People Play

*Morgan Ramsay*

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**Gamers at Work: Stories Behind the Games People Play** Morgan Ramsay
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 *Gamers at Work*, 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

**Featured Entrepreneurs:**

- Trip Hawkins, **Electronic Arts** (Madden NFL)
- Nolan Bushnell, **Atari** (Pong)
- Wild Bill Stealey, **MicroProse 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 Masquerade--Bloodlines)
- Warren Spector, **Junction Point Studios** (Disney Epic Mickey)
- Doug and Gary Carlston, **Broderbund Software** (Prince of Persia, Carmen Sandiego)
- Don Daglow, **Stormfront Studios** (Neverwinter Nights, Tony La Russa Baseball)
- John Smedley, **Verant Interactive** (EverQuest, PlanetSide)
- Ken Williams, **Sierra On-Line** (King's Quest, Leisure Suit Larry)
- Lorne Lanning, **Oddworld Inhabitants** (Oddworld)
- Chris Ulm, **Appy Entertainment** (FaceFighter, Trucks & Skulls)
- Tobi Saulnier, **1st Playable** (Kung Zhu, Yogi Bear)
- Christopher Weaver, **Bethesda Softworks** (The Elder Scrolls)
- Jason Rubin, **Naughty Dog** (Crash Bandicoot, Jak and Daxter)
- Ted Price, **Insomniac Games** (Spyro, Ratchet & Clank)

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**From reader reviews:**

**Lea Wheeler:**

The reserve with title Gamers at Work: Stories Behind the Games People Play contains a lot of information that you can find out it. You can get a lot of gain after read this book. This specific book exist new knowledge the information that exist in this reserve represented the condition of the world today. That is important to yo7u to find out how the improvement of the world. This specific book will bring you within new era of the syndication. You can read the e-book on your smart phone, so you can read this anywhere you want.

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