Social Game Design: Monetization Methods and Mechanics

By Tim Fields, Brandon Cotton

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton

Social Game Design reveals what you need to know in order to create and monetize online social games. Using examples from successful game designs, you'll learn what makes these games compelling, and why people will pay to play them. This book will inspire you to apply these principles in order to meet the challenges of this new space, creating original games that both delight players and generate profit. We'll talk about different business models, how to acquire and keep players, how to sell virtual goods, and how to keep players coming back day after day.

Social Game Design: Monetization Methods and Mechanics

By Tim Fields, Brandon Cotton

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton

Social Game Design reveals what you need to know in order to create and monetize online social games. Using examples from successful game designs, you'll learn what makes these games compelling, and why people will pay to play them. This book will inspire you to apply these principles in order to meet the challenges of this new space, creating original games that both delight players and generate profit. We'll talk about different business models, how to acquire and keep players, how to sell virtual goods, and how to keep players coming back day after day.

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton Bibliography

- Sales Rank: #1879552 in Books
- Published on: 2011-12-12
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: .80" h x 7.40" w x 9.10" l, 1.25 pounds
- Binding: Paperback
- 278 pages

⬇ **Download** Social Game Design: Monetization Methods and Mecha ...pdf

▤ **Read Online** Social Game Design: Monetization Methods and Mec ...pdf

Download and Read Free Online Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton

Editorial Review

About the Author
Tim Fields has been in the game industry since 1995 as a producer, project manager, design lead, and business developer. Tim has helped small studios and top publishers like EA and Microsoft run teams that create great games. He has worked on shooters, sports games, racing titles, and RPGs using talent and teams from North America, Asia, Europe, and the UK.
Brandon Cotton has over 10 years of game industry experience covering a wide variety of technology, platforms and game types. He is active in the social and online game design community, and currently serves as a founder, design lead, and programmer for Portalarium. He has built games for NCSoft, Ubisoft, and Microsoft, and holds a degree in Computer Science from the University of Texas.

Users Review

From reader reviews:

Kevin Santiago:

Book is to be different for each grade. Book for children until adult are different content. As it is known to us that book is very important usually. The book Social Game Design: Monetization Methods and Mechanics had been making you to know about other know-how and of course you can take more information. It is quite advantages for you. The book Social Game Design: Monetization Methods and Mechanics is not only giving you much more new information but also to be your friend when you experience bored. You can spend your own spend time to read your e-book. Try to make relationship while using book Social Game Design: Monetization Methods and Mechanics. You never feel lose out for everything should you read some books.

Charles Malone:

As people who live in the particular modest era should be up-date about what going on or info even knowledge to make these keep up with the era which is always change and make progress. Some of you maybe will probably update themselves by examining books. It is a good choice for you personally but the problems coming to anyone is you don't know what type you should start with. This Social Game Design: Monetization Methods and Mechanics is our recommendation to cause you to keep up with the world. Why, because book serves what you want and need in this era.

Craig Harrison:

Do you like reading a publication? Confuse to looking for your selected book? Or your book was rare? Why so many question for the book? But just about any people feel that they enjoy with regard to reading. Some people likes reading through, not only science book but in addition novel and Social Game Design: Monetization Methods and Mechanics or maybe others sources were given know-how for you. After you know how the fantastic a book, you feel need to read more and more. Science guide was created for teacher

or maybe students especially. Those guides are helping them to add their knowledge. In additional case, beside science e-book, any other book likes Social Game Design: Monetization Methods and Mechanics to make your spare time more colorful. Many types of book like this one.

Steven Dillinger:

As a university student exactly feel bored for you to reading. If their teacher inquired them to go to the library in order to make summary for some book, they are complained. Just little students that has reading's soul or real their leisure activity. They just do what the professor want, like asked to the library. They go to there but nothing reading seriously. Any students feel that reading through is not important, boring in addition to can't see colorful photographs on there. Yeah, it is for being complicated. Book is very important to suit your needs. As we know that on this era, many ways to get whatever we would like. Likewise word says, many ways to reach Chinese's country. Therefore , this Social Game Design: Monetization Methods and Mechanics can make you really feel more interested to read.

Download and Read Online Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton #658BGQDWRK2

Read Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton for online ebook

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton books to read online.

Online Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton ebook PDF download

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton Doc

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton Mobipocket

Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton EPub

658BGQDWRK2: Social Game Design: Monetization Methods and Mechanics By Tim Fields, Brandon Cotton