



Game Over: How Nintendo Zapped an Industry, Captured Your Money and Enslaved Your Children

David Sheff

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With annual sales of \$4.7 billion in the US alone, Nintendo dominates the worldwide market for video games and Mario, the company mascot, has become more familiar to children than Mickey Mouse. Far more profitable than IBM, Apple or Microsoft, Nintendo has become - in less than a decade - one of the most successful high technology companies in the world. This book looks at the policies and practices of Nintendo and its future in computer technology.

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