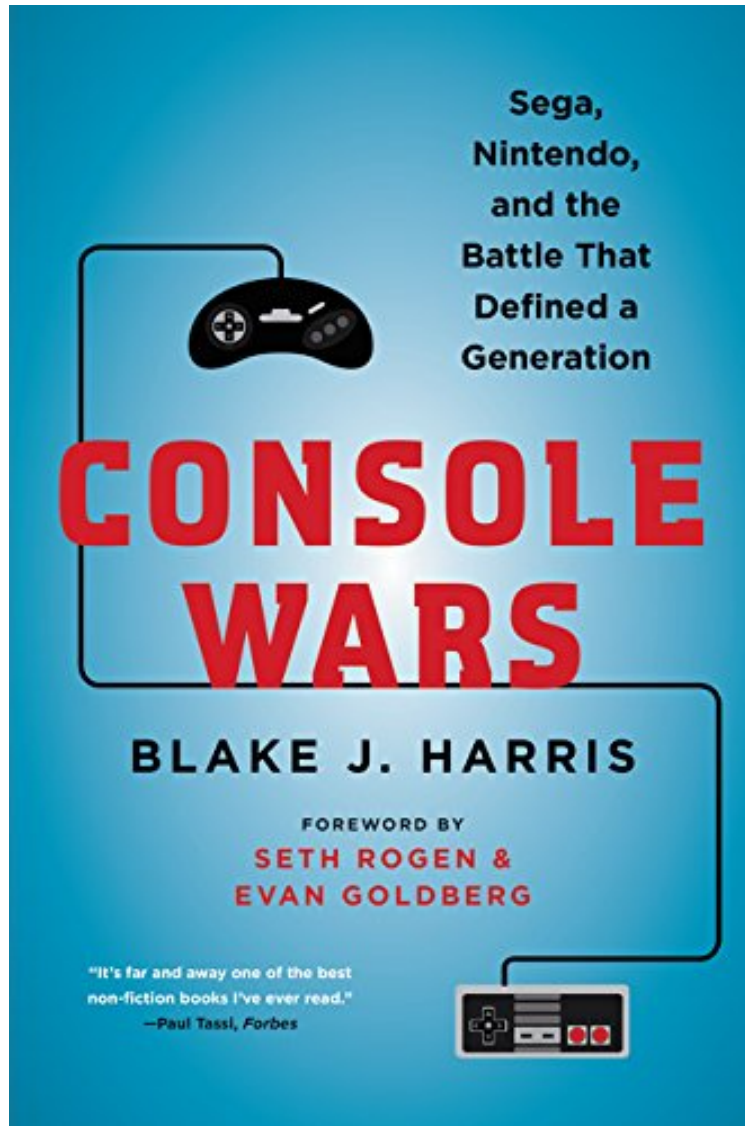


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Console Wars: Sega, Nintendo, and the Battle that Defined a Generation

Blake J. Harris

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Blake J. Harris : Console Wars: Sega, Nintendo, and the Battle that Defined a Generation before purchasing it in order to gage whether or not it would be worth my time, and all praised Console Wars: Sega, Nintendo, and the Battle that Defined a Generation:

0 of 0 people found the following review helpful. Worse Writer Ever To Bad Because Just The Facts Would Have

Been InterestingBy J.DoomTerrible writing, just terrible. Tommy Wisseau would have done a better job. The fictional dialogue in this "book" is unreadable, just horrible, just try getting through the intro when he does a lame job of screenplay style dialogue between Seth Rogen and Evan Goldberg and it will give you an insight into what you are in for if you can even get through the book, the dialogue between the execs. at the companies is unbearable. Some of the facts are interesting but what you mainly take away from this is a monkey could have sold Nintendo and Sega in the early 90's, the only "geniuses" at the companies were the game developers not the company heads or execs. and that the author is one of the worse writers you will ever waste your time with. Who thanks CAA and Scott Rudin at the end of a book? No one. Thank God the film version of "Console Wars "is on hold and if they do make a film about it they need to some real writers or just hire some kids at the Sunday night open mic at The Comedy Store because no matter who Scott Rudin or Evan Goldberg picks they will do a better job of writing than the author of this trope.Pretty sure we got pranked on this one by Seth Rogen and James Franco, the photo of "Blake J. Harris" at the end of the book is a dead giveaway, he looks like the height of millennial douchebaggery, beard, polo shirt, lives in Brooklyn, has no real writing credits and is holding a Sega controller.Yeah the more I think about it we got pranked, pranked good by the guys who brought us "This Is The End" "The Interview" and "Pineapple Express".0 of 0 people found the following review helpful. Awesome read!By CustomerGreat read for any fan of video game history. The writing was engaging, and the storied battle between Nintendo and SEGA is told through a voice that keeps the reader's attention throughout. There were only a few places where the dialogue seemed...exaggerated for lack of a better term. No doubt this was done to keep the conversations between the major players interesting, but I couldn't help but think "This sounds like made for tv dialogue". This issue aside, I'd absolutely recommend this book.1 of 1 people found the following review helpful. An excellent read for anyone interested in the business!By Joseph DeClaraBlake Harris's novelization of Kalinske's marketing battle with Nintendo makes for an exciting retelling of this most seminal time in video game history. Though there's a clear bias for the folks at Sega of America - one which borders on obscuring the facts at times - this focused story is conveyed in a compelling and entertaining fashion from start to finish.

A BEST BOOK OF THE YEAR: NPR, Slate, Publishers Weekly, GoodreadsFollowing the success of *The Accidental Billionaires* and *Moneyball* comes *Console Wars* a mesmerizing, behind-the-scenes business thriller that chronicles how Sega, a small, scrappy gaming company led by an unlikely visionary and a team of rebels, took on the juggernaut Nintendo and revolutionized the video game industry.In 1990, Nintendo had a virtual monopoly on the video game industry. Sega, on the other hand, was just a faltering arcade company with big aspirations and even bigger personalities. But that would all change with the arrival of Tom Kalinske, a man who knew nothing about videogames and everything about fighting uphill battles. His unconventional tactics, combined with the blood, sweat and bold ideas of his renegade employees, transformed Sega and eventually led to a ruthless David-and-Goliath showdown with rival Nintendo.The battle was vicious, relentless, and highly profitable, eventually sparking a global corporate war that would be fought on several fronts: from living rooms and schoolyards to boardrooms and Congress. It was a once-in-a-lifetime, no-holds-barred conflict that pitted brother against brother, kid against adult, Sonic against Mario, and the US against Japan.Based on over two hundred interviews with former Sega and Nintendo employees, *Console Wars* is the underdog tale of how Kalinske miraculously turned an industry punchline into a market leader. Its the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, birth a \$60 billion dollar industry.

From Booklist*Starred * At the dawn of the 1990s, Nintendo was the Goliath of the video-game industry. The company's strictures on third-party development and its policy of understocking retailers contributed to the stranglehold on the market. But Tom Kalinske, who had rejuvenated Barbie and created He-Man for Mattel, was about to change that as the president and CEO of Sega. Like the pixels that together create a larger picture, Harris presents the various elements of the business in vivid color, from research and development to marketing, to show how Sega went from a joke to a market leader in just a few years. Along the way, Harris reveals the forces behind such decisions as Nintendo changing red blood to gray sweat in *Mortal Kombat*; the origin story of the nickname for Sonic's sidekick, Tails; and even how Mario was supposed to be a certain spinach-guzzling sailor, in a manner that will engage both Gen X gamers and business-minded readers. Harris defines the players immediately, honing in on their most notable characteristics, and puts the reader in the thick of the meetings and deal-making with a confidence stemming from hundreds of interviews. Pegged for both documentary and feature-film adaptations, *Console Wars* is remarkably detailed and fast paced, pitting speedy Sonic against more-of-the-same Mario in a blow-by-blow account of the battle for supremacy in the burgeoning video-game industry. --Bridget Thoreson A riveting story full of colorful characters a fascinating, illuminating history an essential read. (Publishers Weekly (starred review))A highly entertaining behind-the-scenes thriller. (Kirkus)Its far and away one of the best non-fiction books Ive ever read. (Forbes)Like the pixels that together create a larger picture, Harris presents the various elements of the business in vivid color...remarkably detailed and fast paced. (Booklist)Fast, fluid, and startlingly accessible. (Entertainment Weekly)A fast-paced page-turner...its exciting to finally get a no-holds-barred account of a history that has largely been kept secret from the

public eye. (Wired)A must-read. Period. (IGN)From the Back CoverNamed a "Best Book of the Year" by NPR, Slate, Publishers Weekly, and GoodreadsIt was a once-in-a-lifetime battle that pitted brother against brother, kid against adult, Sonic against Mario, and the United States against Japan. . . .In 1990, Nintendo had a virtual monopoly on the videogame industry. Sega was a faltering arcade company with big aspirations and even bigger personalities. But all that would change with the arrival of former Mattel executive Tom Kalinske. His unconventional tactics, combined with the blood, sweat, and bold ideas of his renegade employees, completely transformed Sega and led to a ruthless David-and-Goliath showdown with Nintendo. But Sega's success would create many new enemies and make Nintendo stronger than ever.Blake J. Harris brings into focus the warriors, the strategies, and the battles and explores how they transformed popular culture forever. Ultimately, Console Wars is the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, give birth to a sixty-billion-dollar industry.