

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

David Sheff



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A chronicle of Nintendo's quick climb to the top of the global video game market describes the company's tactics and how they have been used in the last decade to help Nintendo become one of the most successful high-tech companies in the world. 50,000 first printing. \$50,000 ad/promo.



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