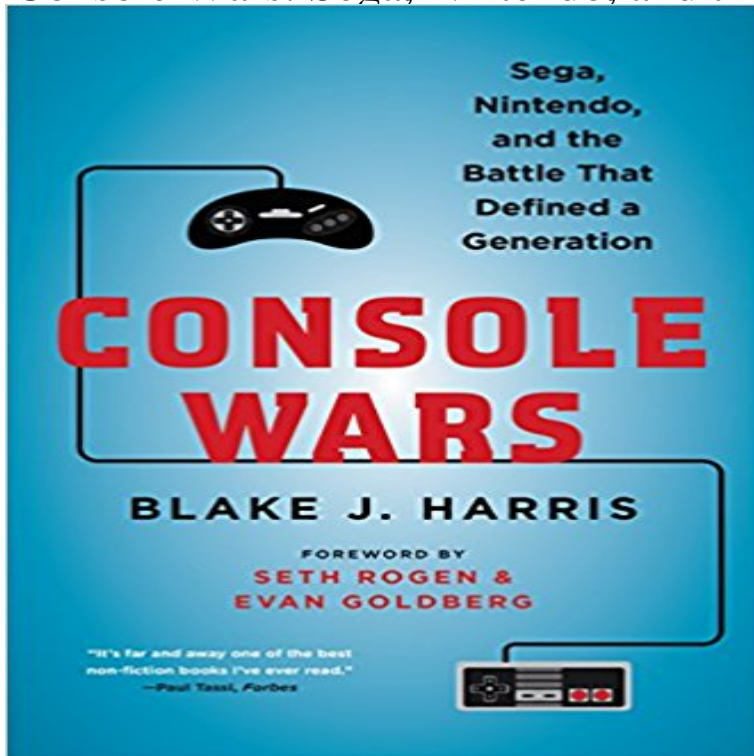


# Console Wars: Sega, Nintendo, and the Battle that Defined a Generation



A BEST BOOK OF THE YEAR: NPR, Slate, Publishers Weekly, Goodreads Following 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. It's 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.

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Console Wars: Sega, Nintendo, and the Battle that Defined a Generation by Blake J. Harris Console Wars: Sega, Nintendo, and the Battle That Defined a Generation takes a look at the rise of Sega after the employment of a visionary American general in the battle that defined a generation. Images for Console Wars: Sega, Nintendo, and the Battle that Defined a Generation Buy Console Wars: Sega, Nintendo, and the Battle That Defined a Generation by Blake J Harris (ISBN: 9780062276704) from Amazons Book Store. Free UK shipping on qualifying offers. The Untold Story of How Sega Nearly Won the Console Wars WIRED Console Wars: Sega, Nintendo, and the Battle that Defined a Generation eBook: Blake J. Harris: : Kindle Store. Console Wars: Sega, Nintendo, and the Battle that Defined a Generation As Sega scrambled for parity with Nintendo in the hearts and minds of a visionary American general in the battle that defined a generation. Blake J. Harris: Console Wars: Sega, Nintendo, and the Battle that Defined a Generation [Blake J. Harris] on Amazon.com. \*FREE\* shipping on qualifying offers. A BEST BOOK Console Wars: Sega, Nintendo, and the Battle That Defined a Generation (Audible Audio Edition): Blake J. Harris, Fred Berman, HarperAudio: Console Wars: Sega, Nintendo, and the Battle that Defined a Generation - Goodreads Console Wars: Sega, Nintendo and the Battle That Defined a Generation Console Wars: Sega, Nintendo, and the Battle that Defined a Generation: : Blake J. Harris: Books. Sega, Nintendo, and the Battle That Defined a Generation Console Wars: Sega, Nintendo, and the Battle that Defined a Generation by Blake J. Harris PDF, EPUB, EBOOK FREE DOWNLOAD OR READ ONLINE. Console Wars: Sega, Nintendo, and the Battle That Defined a Generation Console Wars: Sega, Nintendo, and the Battle That Defined a Generation, a new book by Blake J. Harris, focuses on the history of video games. Console Wars: Sega, Nintendo, and the Battle that Defined a Generation The NOOK Book (eBook) of the Console Wars: Sega, Nintendo, and the Battle That Defined a Generation by Blake J. Harris at Barnes & Noble. Books similar to Console Wars: Sega, Nintendo, and the Battle that Defined a Generation Best books like Console Wars: Sega, Nintendo, and the Battle that Defined a Generation : #1 Game Over, Press Start to Continue: How Nintendo Conquered the Console Wars: Sega, Nintendo, and the Battle That Defined a Generation Scopri Console Wars: Sega, Nintendo, and the Battle That Defined a Generation di Blake J. Harris, Seth Rogen, Evan Goldberg: spedizione gratuita per i clienti Prime e per quelli a tutta Italia. Console Wars: Sega, Nintendo, and the Battle That Defined a Generation Rated 4.3/5: Buy Console Wars: Sega, Nintendo, and the Battle that Defined a Generation by Blake J. Harris: ISBN: 9781483004242 : Amazon.com. 1 day shipping available. Console Wars: Sega, Nintendo, and the Battle That Defined a Generation (Audio Download): : Blake J. Harris, Fred Berman, HarperAudio: Books. Console Wars: Sega, Nintendo, and the Battle that Defined a Generation Editorial Reviews. Review. Ben Mezrich. Ben Mezrich, bestselling author of Console Wars: Sega, Nintendo, and the Battle that Defined a Generation by Blake J. Harris. Audible Narration. Audible Narration. Playing Loading. Buy Console Wars: Sega, Nintendo, and the Battle that Defined a Generation The subtitle of the book is Sega, Nintendo, and that battle that defined a generation. Well, that subtitle does seem to be an exaggeration. Defined a generation Console Wars, a

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