



# Gamers at Work: Stories Behind the Games People Play

*Morgan Ramsay*

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## **Gamers at Work: Stories Behind the Games People Play** Morgan Ramsay

There are few companies in the video-game industry that have withstood the test of time; most startups exit as quickly as they enter. In **Gamers at Work: Stories Behind the Games People Play**, the countless challenges of building successful video game developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way.

*Gamers at Work* presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in *Gamers at Work*, you will find their stories replete with their personal struggles, corporate intrigue, and insights into strategy, leadership, and management.

### ***Gamers at Work:***

- Explores the formation of entertainment software companies from the perspectives of successful founders who played the odds
- Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup
- Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business

### **Featured Entrepreneurs:**

- Trip Hawkins, **Electronic Arts** (Madden NFL)
- Nolan Bushnell, **Atari** (Pong)
- Wild Bill Stealey, **MicroProse Software** (Sid Meier's Civilization)
- Tony Goodman, **Ensemble Studios** (Age of Empires)
- Feargus Urquhart, **Obsidian Entertainment** (Star Wars: Knights of the Old Republic II)
- Tim Cain, **Troika Games** (Arcanum, Vampire: The Masquerade--Bloodlines)
- Warren Spector, **Junction Point Studios** (Disney Epic Mickey)
- Doug and Gary Carlston, **Broderbund Software** (Prince of Persia, Carmen Sandiego)
- Don Daglow, **Stormfront Studios** (Neverwinter Nights, Tony La Russa Baseball)
- John Smedley, **Verant Interactive** (EverQuest, PlanetSide)
- Ken Williams, **Sierra On-Line** (King's Quest, Leisure Suit Larry)
- Lorne Lanning, **Oddworld Inhabitants** (Oddworld)
- Chris Ulm, **Appy Entertainment** (FaceFighter, Trucks & Skulls)
- Tobi Saulnier, **1st Playable** (Kung Zhu, Yogi Bear)
- Christopher Weaver, **Bethesda Softworks** (The Elder Scrolls)
- Jason Rubin, **Naughty Dog** (Crash Bandicoot, Jak and Daxter)
- Ted Price, **Insomniac Games** (Spyro, Ratchet & Clank)

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#### **Diane Worrell:**

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