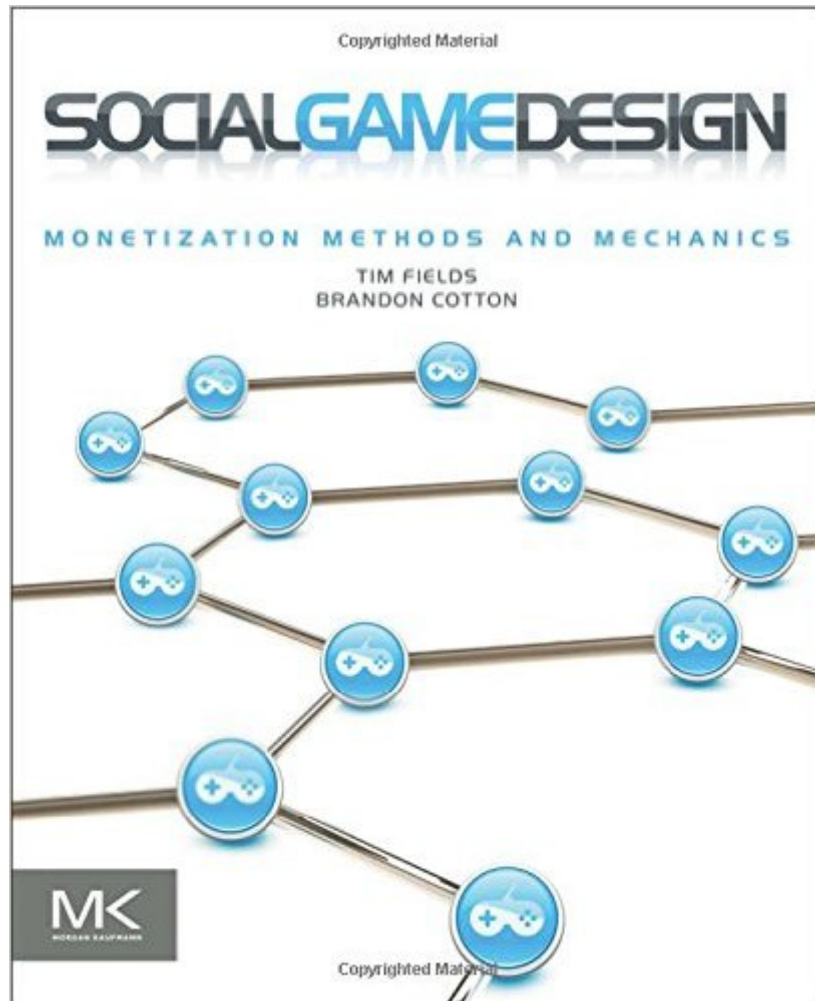


The book was found

Social Game Design: Monetization Methods And Mechanics



Synopsis

Social Game Design reveals what you need to know in order to create and monetize online social games. Using examples from successful game designs, you'll learn what makes these games compelling, and why people will pay to play them. This book will inspire you to apply these principles in order to meet the challenges of this new space, creating original games that both delight players and generate profit. We'll talk about different business models, how to acquire and keep players, how to sell virtual goods, and how to keep players coming back day after day.

Book Information

Paperback: 278 pages

Publisher: CRC Press; 1 edition (December 12, 2011)

Language: English

ISBN-10: 0240817664

ISBN-13: 978-0240817668

Product Dimensions: 9.1 x 7.4 x 0.8 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.3 out of 5 stars See all reviews (23 customer reviews)

Best Sellers Rank: #869,625 in Books (See Top 100 in Books) #119 in Books > Computers & Technology > Games & Strategy Guides > Game Design #182 in Books > Arts & Photography > Other Media > Video Games #364 in Books > Arts & Photography > Other Media > Digital

Customer Reviews

What you think social gaming is, and what social gaming *actually* is...might be two different things. This book explains in detail what a social component in gaming can do for your game, how to set it up, and most importantly, how to use that social component to monetize your programming efforts. It covers things that you may not have considered, including the newest business models, selling virtual goods within a game, and more importantly, how to engage and captivate your players to keep them coming back for more. There are a ton of case studies -- Zynga, Microsoft, Spacetime, OMGPop, Ravenwood Fair, and more -- to give you real-world examples of how other companies have blazed trails, and what you can learn from their successes (and misses). There are sections on keeping your game "sticky" so that people return day after day, explanations of internal currencies, and types of games to inspire you to create your own social game, whether or not you're currently a programmer. The section on metrics is worth the whole cost of the book, in fact. Learning how to acquire and interpret KPI data to improve not only your players' experience, but also to refine

your monetization strategies, is, really, priceless...and something all too many otherwise good games get wrong. This is **not** a technical how-to manual. You won't find information on how to code the things you want here. You won't get step-by-step instructions on how to create in-app purchases.

In a very thorough and succinct discussion, Fields and Cotton are able to provide readers with what could become a foundational way to look at monetization strategies in social games. The early chapters provide a good characterization of the different games (and their evolution) and the typical metrics used to assess the success of a game. The authors leverage their experience in game design to provide good examples of how (and why) these metrics matter and is a good starting point for game designers. Their discussion of the impact of social games on various stakeholders in the ecosystem (designers, developers, gamers) is also interesting. The authors main contribution is in their unique and detailed treatment of the customer acquisition and retention, monetization strategies. The last 3-4 chapters provide very thought-provoking frameworks to design incentive structures for social games. Particularly, the discussion on how to develop meaningful "leaderboards" is very informative. The chapter focusing on "currencies" for social games is also an excellent read. Chapters 7 (customer acquisition, retention), 8 (monetization) and 10 (currencies) are clear stand-outs in the book and are well worth investing in this book. Throughout the book, each chapter features a detailed interview with experienced game designers/executives that amplify some of the points made in the chapter. While the interview format (reads like a verbatim script) and lack of a quick summary of the salient points from the interview can be distracting to some readers, it is well-worth the read.

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