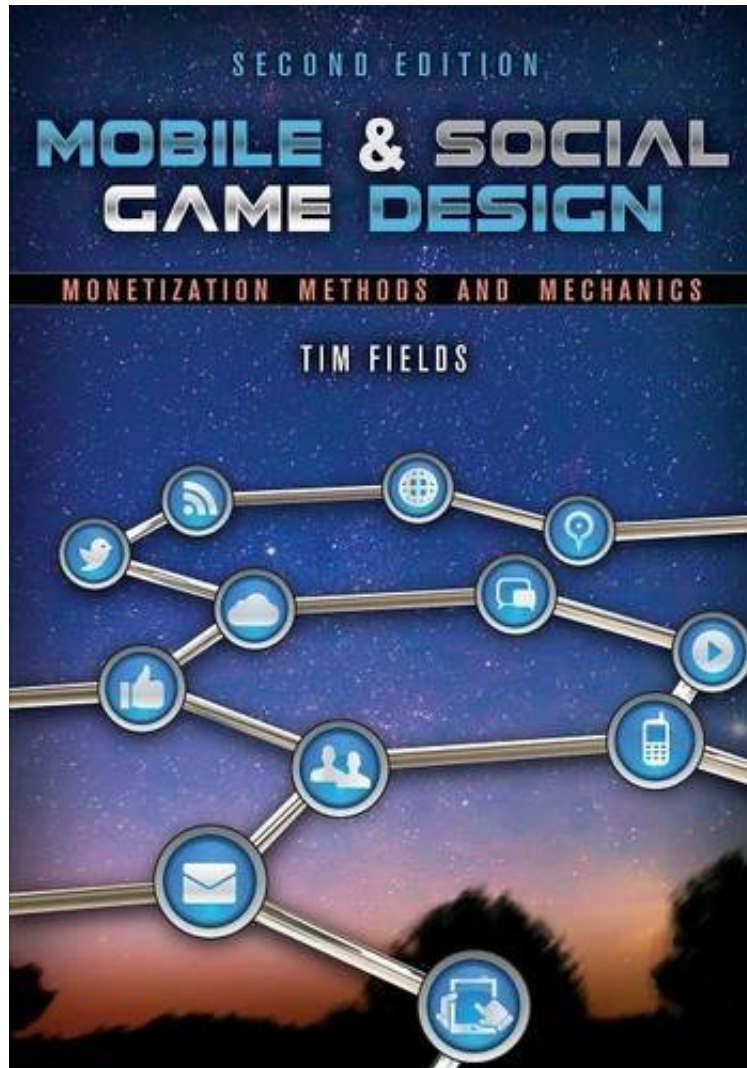


(Free pdf) Mobile Social Game Design: Monetization Methods and Mechanics, Second Edition

Mobile Social Game Design: Monetization Methods and Mechanics, Second Edition

Tim Fields

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Tim Fields : Mobile Social Game Design: Monetization Methods and Mechanics, Second Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobile Social Game Design: Monetization Methods and Mechanics, Second Edition:

0 of 1 people found the following review helpful. great read for understanding the new world of gamesBy CustomerAlthough it's a few year old this book hit all the major points of monetization, in-game virtual economies, and balancing issues for keeping games sticky.6 of 8 people found the following review helpful. I was hoping for

some helpful insights on best practices for developing mobile and social games. By Mr. Throwback As someone that's developed games over the past 20 years on PC, Consoles, and Mobile devices, I was hoping for some helpful insights on best practices for developing mobile and social games. Unfortunately this book is a disjointed collection of random interviews from game industry veterans along with insertions of the authors opinions on good game design with no experimentation or research to justify their claims. The book reads like a bunch of individual blog posts compiled together. Probably good for a newbie who's never made a game before. But book's concepts are too high level and generic to really help anyone make a good game. Readers would be better off saving their money and reading Gamasutra.com and their collection of excellent posts on mobile, social, and Free-to-Play game design.

Successfully Navigate the Evolving World of Mobile and Social Game Design and Monetization Completely updated, *Mobile Social Game Design: Monetization Methods and Mechanics, Second Edition* explains how to use the interconnectedness of social networks to make "stickier," more compelling games on all types of devices. Through the book's many design and marketing techniques, strategies, and examples, you will acquire a better understanding of the design and monetization mechanics of mobile and social games as well as working knowledge of industry practices and terminology. *Learn How to Attract and Retain Gamers and Make Money* The book explores how the gaming sector has changed, including the evolution of free-to-play games on mobile and tablet devices, sophisticated subscription model-based products, and games for social media websites, such as Facebook. It also demystifies the alphabet soup of industry terms that have sprouted up around mobile and social game design and monetization. A major focus of the book is on popular mechanisms for acquiring users and methods of monetizing users. The author explains how to put the right kinds of hooks in your games, gather the appropriate metrics, and evaluate that information to increase the games overall stickiness and revenue per user. He also discusses the sale of virtual goods and the types of currency used in games, including single and dual currency models. Each chapter includes an interview with industry leaders who share their insight on designing and producing games, analyzing metrics, and much more.

About the Author Since 1995, Tim Fields has worked in the game industry as a producer, project manager, design lead, and business developer. Tim has helped small studios and top publishers, such as EA and Microsoft, run teams that create great games. He has worked on shooters, sports games, racing titles, and RPGs using talent and teams from North America, Asia, and Europe.