

Acknowledgments

When we first embarked on this project, relatively little scholarly attention was devoted to computer and video games and the emergence of an interactive entertainment industry. Yet today this book is part of a rapidly expanding commentary on the computer and video games industry, including, among others, Michael Hayes, Stuart Dinsey, and Nick Parker's *Games War*, J.C. Herz's *Joystick Nation*, Steven Poole's *Trigger Happy*, Douglas Rushkoff's *Playing the Future*, and David Sheff's *Game Over*. We have used their work extensively, but in reading their accounts, perceived the need for a more critical analysis of this new medium.

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