

Digital Play The Interaction Of Technology Culture And Marketing

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Digital Play suggests a future not of democratizing wired capitalism but instead of continuing tensions between "access to" and "enclosure in" technological innovation, between inertia and diversity in popular culture markets, and between commodification and free play in the cultural industries.

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Digital Play offers a critical analysis of interactive media. Inspired by the work of Raymond Williams, the book traces the development of video gaming from its humble origins in hacker circles to its current status as a \$20 billion global cultural industry.

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The following is a book review for Stephen Kline, Nick Dyer-Witheford, and Greig de Peuter's, Digital Play: The Interaction of Technology, Culture, and Marketing. (McGill-Queen's University Press, 2003). ISBN: 0-7735-2591-2

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Digital Play : The Interaction of Technology, Culture, and Marketing, Paperback by Kline, Stephen; Dyer-Witheford, Nick; De Peuter, Greig, ISBN 0773525912, ISBN-13 9780773525917, Brand New, Free shipping in the US Kline (Simon Fraser University) and Dyer-Witheford (University of Western Ontario) trace the development of the video/computer gaming subculture and industry, then examine ...

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"*Digital Play*" critically analyzes the video and computer game industry and theorizes about its significance in contemporary society. The book is somewhat unusual in that it is the collaborative product of three authors, but the writing seems to blend perfectly and makes for a consistent and high-quality read.

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