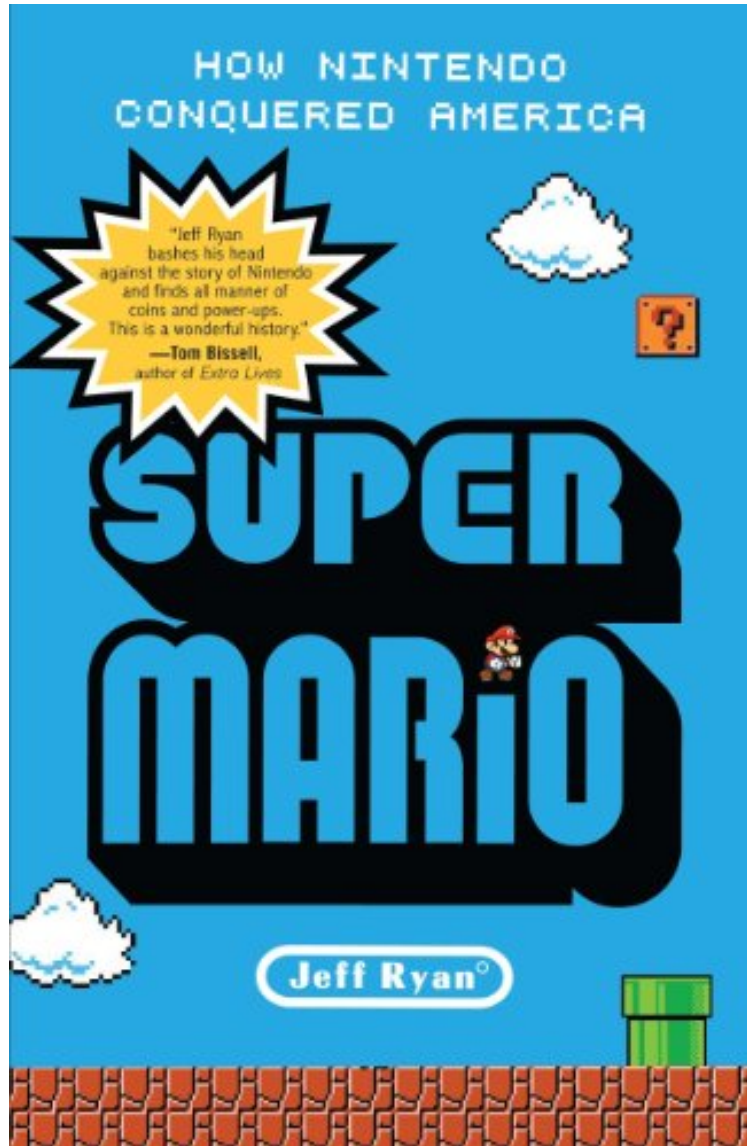


Super Mario: How Nintendo Conquered America

Jeff Ryan

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Jeff Ryan : Super Mario: How Nintendo Conquered America before purchasing it in order to gage whether or not it would be worth my time, and all praised Super Mario: How Nintendo Conquered America:

2 of 2 people found the following review helpful. An entertaining read, but not without errors. By The Sound Defense I've been a fan of Nintendo history for a while, and I like reading about the development of video games and video game consoles. This book does a good job of describing the process through which Nintendo's video game business came to life, from the Game Watch to Donkey Kong and beyond. Even better than that, though, the book

places all of these elements into their historical contexts. Before discussing the creation of Donkey Kong, the author describes the state of the industry at the time, and why Nintendo was either brilliant or crazy to do what they did, making you celebrate their success all the more. You get a full picture of Nintendo's place in video game history, and the book shows exactly why they are celebrated as the innovators they are. With that said, the book's main issue is that there will occasionally be blatant factual errors. It's rather odd because the information is very easy to verify, and makes the book seem like it wasn't properly edited. Just as one example, the author claims that Super Paper Mario is a spiritual successor to New Super Mario Bros. This is information that is very easy to verify, with only a couple seconds of Googling, making me wonder how such an error might slip through. There are several of these scattered throughout the book, so I would be reluctant to use this book as an academic source or anything of the sort. If you can look past the occasional error, this book is a great read for Nintendo fans. It illustrates the history of Nintendo in an engrossing way, making you excited for each new development, even though you've known what they are for the past 30 years.

0 of 0 people found the following review helpful. A good read, if you can get past Jeff's obvious ... By JonDave

A good read, if you can get past Jeff's obvious pro-Nintendo stance on pretty much everything. Read Console Wars for contrast and comparison for good narrative storytelling of an underdog in the budding video game industry.

1 of 1 people found the following review helpful. A real page turner, for gamers

By J. Settnek

I hit this book at 88 miles per hour and flew back in time to relive what I consider the birth of the modern era of gaming. It was an awesome ride. I learned so much. What is funny is how it explained so much of what was noticeable to me as a young kid but escaped my comprehension at the time. I had several eureka moments as I read along and understood for example why I could purchase (in 1984) several intellivision games at a local pharmacy for \$2 a piece. To a kid you just live the moment. I was very cool to have that moment explained to me as an adult. I totally remembered and appreciated the nostalgic journey.

The first princess Mario saved was Nintendo itself. In 1981, Nintendo of America was a one-year-old business already on the brink of failure. Its president, Mino Arakawa, was stuck with two thousand unsold arcade cabinets for a dud of a game (Radar Scope). So he hatched a plan. Back in Japan, a boyish, shaggy-haired staff artist named Shigeru Miyamoto designed a new game for the unsold cabinets featuring an angry gorilla and a small jumping man. Donkey Kong brought in \$180 million in its first year alone and launched the career of a short, chubby plumber named Mario. Since then, Mario has starred in over two hundred games, generating profits in the billions. He is more recognizable than Mickey Mouse, yet has little more than a mustache in bib overalls. How did a mere smear of pixels gain such huge popularity? Super Mario tells the story behind the Nintendo games millions of us grew up with, explaining how a Japanese trading card company rose to dominate the fiercely competitive video-game industry.

From Publishers Weekly

The history of how a Japanese video game featuring two Italian brothers became one of America's favorite pastimes is covered in exhaustive, enthusiastic detail by video game reviewer Ryan. The author takes readers through Nintendo's early business machinations; the story of Mario's eccentric creator, Shigeru Miyamoto; and the game-changing emergence of Nintendo's motion controller for the Wii, with a breezy journalistic style. At times the tone slips into the white hat/black hat morality employed in most video games, often painting Nintendo's business competitors or detractors with broad reductive strokes "hardcore gamers sneer at Wii" and paeans to new Nintendo releases get smattered with exclamation points, so that some pages read like Nintendo promo material. All of this is distracting but not fatal, and the book is a thorough history of Nintendo's victories, written by an enthusiastic and knowledgeable fan. (Aug.)

About the Author

Jeff Ryan, a lifelong gamer, has been featured on Salon.com and All Things Considered. He reviewed over 500 video games and covered four console launches as the games editor for Katrillion, a popular dotcom-era news and entertainment Web site. He lives in Bloomfield, New Jersey.