



Developing Online Games: An Insider's Guide (Nrg-Programming)

By Jessica Mulligan, Bridgette Patrovsky

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A soup-to-nuts overview of just what it takes to successfully design, develop and manage an online game. Learn from the top two online game developers through the real-world successes and mistakes not known to others. There are Case studies from 10+ industry leaders, including Raph Koster, J. Baron, R. Bartle, D. Schubert, A. Macris, and more! Covers all types of online games: Retail Hybrids, Persistent Worlds, and console games.

Developing Online Games provides insight into designing, developing and managing online games that is available nowhere else. Online game programming guru Jessica Mulligan and seasoned exec Bridgette Patrovsky provide insights into the industry that will allow others entering this market to avoid the mistakes of the past. In addition to their own experiences, the authors provide interviews, insight and anecdotes from over twenty of the most well-known and experienced online game insiders. The book includes case studies of the successes and failures of today's most well-known online games. There is also a special section for senior executives on how to budget an online game and how to assemble the right development and management teams. The book ends with a look at the future of online gaming: not only online console gaming (Xbox Online, Playstation 2), but the emerging mobile device game market (cell phones, wireless, PDA).

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Editorial Review

From the Author

If more than 30 years of knowledge and experience were available, would you spend \$10-\$15 million developing an online game without knowing what worked in the past and, equally as important, what had not worked? Most would answer "Of course not!" Yet that is exactly what publishers and developers have done repeatedly. The results were predictable.

This book was written to spread the word on what works and what doesn't. We hope to save you money and, more importantly, keep you from crashing and burning your company with tired old mistakes. (Feel free to make new ones. That's how we learn!)

This is an accumulation of our experience in all phases of the design, development, and management of online games, combined with the views and experiences of other experts with experience in the field. These experiences and views can help guide you to successful... and profitable... online games.

Jessica Mulligan and Bridgette Patrovsky

From the Back Cover

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About the Author

In her 16 years in the online gaming industry, **Jessica Mulligan** has been involved in the design, development, and/or post-launch management of more than 50 online games, including ADD: NeverWinter Nights on AOL, Descent Online, Anarchy Online, and Ultima Online. She is the co-author of Joint Strike Fighter Strategy Guide (Prima) and the author of the long-running industry column "Biting the Hand," now in its sixth year and found on Skotos.net. Jessica was the co-founder of The Themis Group in 2001 and remains on the Board of Directors. She is currently a consultant in online game design, development, and management, living in Southern California.

Bridgette Patrovsky, a respected executive in the online services industry since 1988, was the founder and

CEO of Access 24, the first attempt at melding the Internet with online services. She began her career in high technology in the mid-1980s, working with the executives and engineering staff at Everex Computers on the design of the world's first multiprocessor, fault-tolerant PCs. Bridgette was a founder of Interplay Online Services in 1994 (later Engage Games Online), she served as the CEO of online service pioneer GENie in 1998, and she was a third-party producer for Sony Online's EverQuest during launch in 1999. Her consulting clients have included some of the biggest names in the industry, including Sierra Online, Paramount Studios, IDT, Origin Systems, Sony Online Entertainment, and Electronic Arts.

Users Review

From reader reviews:

Dolly Taylor:

Here thing why that Developing Online Games: An Insider's Guide (Nrg-Programming) are different and dependable to be yours. First of all reading through a book is good but it really depends in the content of it which is the content is as yummy as food or not. Developing Online Games: An Insider's Guide (Nrg-Programming) giving you information deeper including different ways, you can find any guide out there but there is no book that similar with Developing Online Games: An Insider's Guide (Nrg-Programming). It gives you thrill studying journey, its open up your current eyes about the thing this happened in the world which is probably can be happened around you. You can actually bring everywhere like in playground, café, or even in your way home by train. If you are having difficulties in bringing the imprinted book maybe the form of Developing Online Games: An Insider's Guide (Nrg-Programming) in e-book can be your alternate.

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