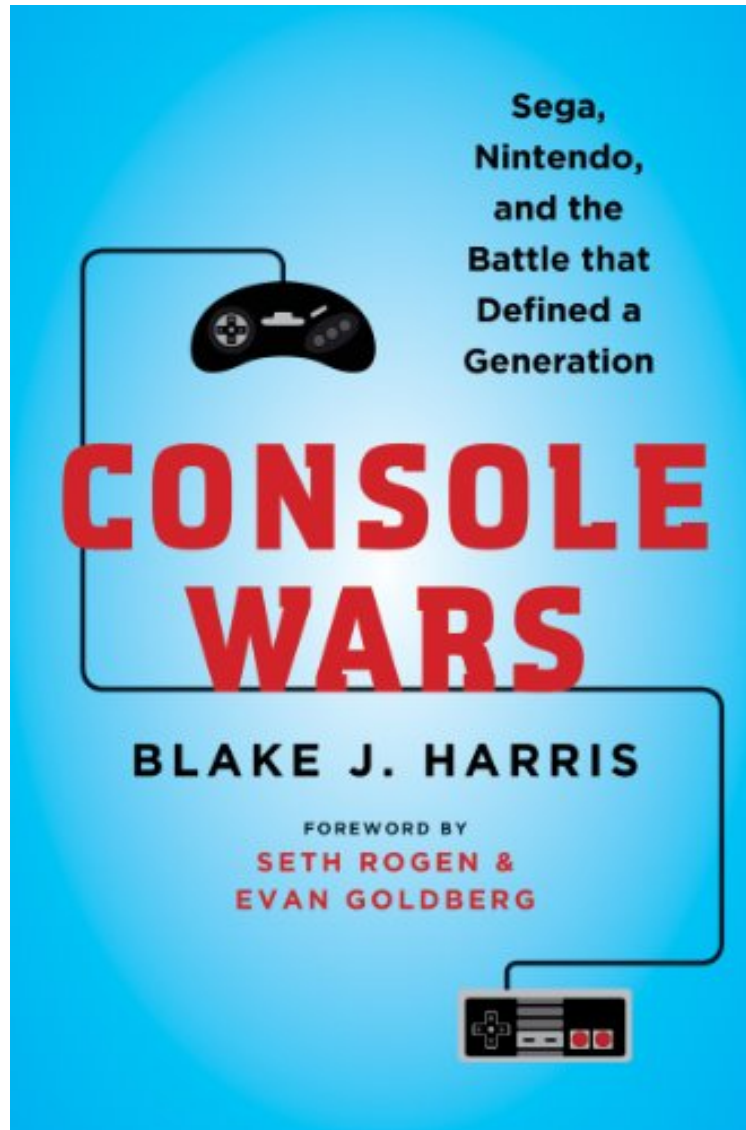


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# Console Wars: Sega, Nintendo, and the Battle that Defined a Generation

*Blake J. Harris*

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**Blake J. Harris : Console Wars: Sega, Nintendo, and the Battle that Defined a Generation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Console Wars: Sega, Nintendo, and the Battle that Defined a Generation:

0 of 0 people found the following review helpful. Great insight into the early 1990's video game world By Travis Milne I learned so many interesting facts from this book about Nintendo and Sega. So many interesting stories about marketing and connections between companies through major ad campaigns. It was a little jumpy and would abruptly

change topic or setting without much of a segway, but it was very interesting and something I would recommend. 0 of 0 people found the following review helpful. Gaming history By Adam Heinrich This book offers a look at the console wars of the 90s from the viewpoint of Sega of America. It's a shame the Japanese parent company didn't trust their American counterparts to keep up their great work. And Sony whooped everybody, so there's only so much that could have been done. 1 of 1 people found the following review helpful. Great read. By G B 2099 While this may not be the greatest book ever written, I thoroughly enjoyed it. I have recently discovered that I like this genre. Hearing about meetings and marketing is all very interesting and entertainingly put together. If you enjoy this, you should also check out "How Star Wars Took Over the Universe." This is a must read for any 80s or 90s gamer fans.

A BEST BOOK OF THE YEAR: nbsp; NPR, Slate, Publishers Weekly, Goodreads Following the success of *The Accidental Billionaires* and *Moneyball* comes *Console Wars*—a mesmerizing, behind-the-scenes business thriller that chronicles how Sega, a small, scrappy gaming company led by an unlikely visionary and a team of rebels, took on the juggernaut Nintendo and revolutionized the video game industry. In 1990, Nintendo had a virtual monopoly on the video game industry. Sega, on the other hand, was just a faltering arcade company with big aspirations and even bigger personalities. But that would all change with the arrival of Tom Kalinske, a man who knew nothing about videogames and everything about fighting uphill battles. His unconventional tactics, combined with the blood, sweat and bold ideas of his renegade employees, transformed Sega and eventually led to a ruthless David-and-Goliath showdown with rival Nintendo. The battle was vicious, relentless, and highly profitable, eventually sparking a global corporate war that would be fought on several fronts: from living rooms and schoolyards to boardrooms and Congress. It was a once-in-a-lifetime, no-holds-barred conflict that pitted brother against brother, kid against adult, Sonic against Mario, and the US against Japan. Based on over two hundred interviews with former Sega and Nintendo employees, *Console Wars* is the underdog tale of how Kalinske miraculously turned an industry punchline into a market leader. It's the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, birth a \$60 billion dollar industry.

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