



The Chinese Video Game Industry

Ladenpreis: 153,99EUR

ISBN: 978-3-03-141506-7

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Verlag: Palgrave Macmillan, Springer International Publishing

Erscheinungsdatum: 04.01.2025

Reihe: Palgrave Games in Context

WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/the-chinese-video-game-industry-9783031415067.html>

Details

The recent and dramatic development of China's economy and international political muscle is especially pronounced in the country's video game industry. Now the largest of its kind in the world by gross revenue, the Chinese video game industry impacts every player in the global game market and has begun to directly influence the nature of the video game medium itself. From its conceptualization of the player as a category and commodity, to its approach to the design, development, and marketing of products and services, the Chinese game industry is engaging in a complex, innovative, and fascinating reimagining of the video game as a cultural and industrial force.

The purpose of *The Chinese Video Game Industry* is to help introduce and investigate this industrial and cultural powerhouse. The book's contributors array the industry across its history, economics, organization, politics, and cultures, documenting its rise, exploring its operational, cultural, and aesthetic characteristics, and capturing its context vis-à-vis the global media landscape. In so doing, the contributors provide a robust resource for anyone interested in studying, building, or even simply appreciating games.