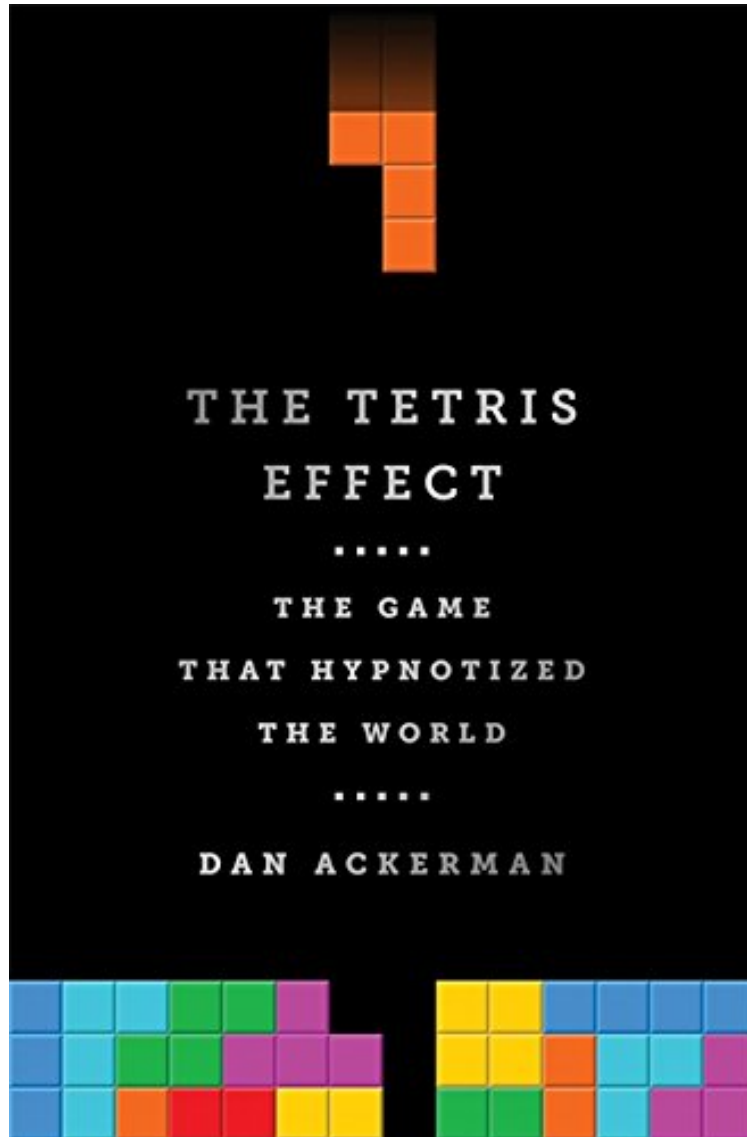


(Get free) The Tetris Effect: The Game that Hypnotized the World

The Tetris Effect: The Game that Hypnotized the World

Dan Ackerman

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Dan Ackerman : The Tetris Effect: The Game that Hypnotized the World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Tetris Effect: The Game that Hypnotized the World:

3 of 3 people found the following review helpful. More than just a video game bioBy CustomerFound this book to be extremely interesting. It is more than just a book for the niche video game fan. It spans across a variety of topics discussing Tetris through the lenses of Cold War politics, international business deals, intellectual property laws, psychological experiments, and even philosophical musings. The stories are broad enough to show off the large global

landscape of the time period, but personal enough to give you intimate details about the lives of key players. Could not put it down, read it in two weekends, and would highly recommend. 1 of 1 people found the following review helpful. Fascinating and enlightening
By N C HIDE Full disclosure: I know the author, but I paid my own money for this book and it was worth every penny. This is such a wonderful story, taking in globe-trotting deal makers, cloistered Soviet academics, the weird beginnings of the global video games industry, the psychological effects of games and so much more. There was tonnes of stuff I didn't know about Nintendo, about the tabloid tycoon Robert Maxwell, about the end of communism, about scientific research into games. The best bits though are about Henk Rogers, the game design pioneer who gave Japan RPGs and who found a kindred spirit in Tetris designer Alexey Pajitnov. His charm and enthusiasm crossed so many cultural boundaries and brought us all so much joy, and this book is a fantastic tribute to him. 1 of 1 people found the following review helpful. Non-gamer look see
By Nick S. Goad A most interesting look at a new entertainment world. Great description of the major players and the old Soviet Union and the failure of the Communist business model Ackerman hit a home run weaving together the various parts and players by doing extensive research world wide. GREAT JOB

The definitive story of a game so great, even the Cold War couldn't stop it Tetris is perhaps the most instantly recognizable, popular video game ever made. But how did an obscure Soviet programmer, working on frail, antiquated computers, create a product which has now earned nearly 1 billion in sales? How did a makeshift game turn into a worldwide sensation, which has been displayed at the Museum of Modern Art, inspired a big-budget sci-fi movie, and been played in outer space? A quiet but brilliant young man, Alexey Pajitnov had long nurtured a love for the obscure puzzle game pentominoes, and became obsessed with turning it into a computer game. Little did he know that the project that he labored on alone, hour after hour, would soon become the most addictive game ever made. In this fast-paced business story, reporter Dan Ackerman reveals how Tetris became one of the world's first viral hits, passed from player to player, eventually breaking through the Iron Curtain into the West. British, American, and Japanese moguls waged a bitter fight over the rights, sending their fixers racing around the globe to secure backroom deals, while a secretive Soviet organization named ELORG chased down the game's growing global profits. The Tetris Effect is an homage to both creator and creation, and a must-read for anyone who's ever played the game which is to say everyone.

"Upends the standard Silicon Valley, Steve Jobs/Mark Zuckerberg technology-creation myth...When Ackerman evokes this clunkier era ruled by DOS, IBM PCs and Soviet bureaucrats clueless about property rights, the story shines." --The New York Times "Ackerman doles out intrigue worthy of Robert Ludlum or Tom Clancy. It's a behind-the-Iron Curtain nail-biter." --Los Angeles of Books
About the Author Dan Ackerman is a former radio DJ turned journalist. An editor at leading technology news website CNET, he writes about hot-button consumer technology topics, from virtual reality to cybersecurity, and appears regularly as an in-house tech expert on CBS This Morning. He lives in Brooklyn with his family and a large collection of vinyl records.