David Edery, Ethan Mollick

COMMUNITIES OF
INNOVATION

How Video Game Makers Capture
Millions of Dollars of Innovation from
User Communities and You Can, Too!

Communities of Innovation: How Video Game Makers Capture Millions of Dollars of Innovation from User Communities and You Can, Too!, David Edery, Ethan Mollick, Pearson Education, 2009, 0132143283, 9780132143288, 10 pages. This Element is an excerpt from Changing the Game: How Video Games Are Transforming the Future of Business (ISBN: 9780132357814) by David Edery and Ethan Mollick.Ð'Â Available in print and digital formats. Ð'Â Unleash user-driven innovation beyond your wildest imagination, for a fraction of the cost of creating it yourself! Ð'Â Following its release, fans invested $16.5 million of labor in the World War II game Battlefield 1942--for free. Game companies have spent years learning to channel user passion into mutually beneficial work. These lessons are increasingly important to every industry because games arenÐ²Ð'â"¢t the only products that attract communities of user innovators. .

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Community 101 How to Grow an Online Community, Robyn Tippins, Miranda Marquit, Oct 7, 2010, Communities, 90 pages. Making an online community that grows and survives isn't easy. It takes planning, vision and dedication. Most companies aren't prepared to invest the time and manpower it takes ....

The Video Game Industry Formation, Present State, and Future, Peter Zackariasson, Timothy Wilson, Aug 21, 2012, Games, 282 pages. The Video Game Industry provides a platform for the research on the video game industry to draw a coherent and informative picture of this industry. Previously this has been ....

Second person role-playing and story in games and playable media, Noah Wardrip-Fruin, Pat Harrigan, Feb 28, 2007, Computers, 408 pages. Game designers, authors, artists, and scholars discuss how roles are played and how stories are created in role-playing games, board games, computer games, interactive fictions ....

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Investigating the Disruptive Effect of Computer Game Technologies on Medical Education and Training , Roger D. Smith, 2009, , 200 pages. I also proposed a model of medical education in which virtual reality, including game technology, is the next major addition to or transformation of the medical education ....

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Innovation and Strategy of Online Games , Jong Hyun Wi, Feb 18, 2009, Technology & Engineering, 241 pages. This book is the first study to survey, over a ten-year period, innovations and the industrial formation process of online game business, and global strategies of major Korean ....

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Perspectives on User Innovation , Stephen Flowers, Flis Henwood, 2010, Business & Economics, 263 pages. There has been a dramatic shift towards more open, democratised, forms of innovation that are driven by networks of individual users. Users are now visibly active within all ....