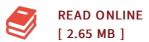




Super Mario: How Nintendo Conquered America

By Jeff Ryan

Portfolio Trade. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 8.4in. x 5.4in. x 0.9in. The first princess Mario saved was Nintendo itself. In 1981, Nintendo of America was a one-year-old business already on the brink of failure. Its president, Mino Arakawa, was stuck with two thousand unsold arcade cabinets for a dud of a game (Radar Scope). So he hatched a plan. Back in Japan, a boyish, shaggy-haired staff artist named Shigeru Miyamoto designed a new game for the unsold cabinets featuring an angry gorilla and a small jumping man. Donkey Kong brought in 180 million in its first year alone and launched the career of a short, chubby plumber named Mario. Since then, Mario has starred in over two hundred games, generating profits in the billions. He is more recognizable than Mickey Mouse, yet hes little more than a mustache in bib overalls. How did a mere smear of pixels gain such huge popularitySuper Mario tells the story behind the Nintendo games millions of us grew up with, explaining how a Japanese trading card company rose to dominate the fiercely competitive video-game industry. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- Doyle Schmeler

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin