

# **Fun Inc.: Why Gaming Will Dominate The Twenty-First Century**

**By Tom Chatfield**



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Fun Inc.: Why Games Are the 21st Century s Most Serious Business. Tom Chatfield  
London: Virgin Books, 2010. 288 pp. \$27.95 cloth. ISBN: 9730753519852  
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Video games used to be for kids and geeks. Today just try to find someone who doesn't play at least one electronic game. Electronic games began as entertainment, but

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Jun 20, 2011 Fun Inc. takes a slight turn into unwarranted optimism in the Chatfield concludes that games have changed a great deal and are more popular and  
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Fun Inc is a book first published in January 2010 by Tom Chatfield, examining videogames in terms of their cultural status, potentials as a medium and as a business.  
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Summary: Chatfield, Tom is the author of Fun Inc : Why Gaming Will Dominate the Twenty-First Century, published 2010 under ISBN 9781605981437 and 1605981435.  
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Fun Inc is a compelling defence of the much maligned but fantastically successful computer game, writes Naomi Alderman <http://www.theguardian.com/books/2010/jan/17/fun-inc-games-tom-chatfield>

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