



Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition

By Tim Fields

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Successfully Navigate the Evolving World of Mobile and Social Game Design and Monetization

Completely updated, **Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition** explains how to use the interconnectedness of social networks to make "stickier," more compelling games on all types of devices. Through the book's many design and marketing techniques, strategies, and examples, you will acquire a better understanding of the design and monetization mechanics of mobile and social games as well as working knowledge of industry practices and terminology.

Learn How to Attract?and Retain?Gamers and Make Money

The book explores how the gaming sector has changed, including the evolution of free-to-play games on mobile and tablet devices, sophisticated subscription model-based products, and games for social media websites, such as Facebook. It also demystifies the alphabet soup of industry terms that have sprouted up around mobile and social game design and monetization. A major focus of the book is on popular mechanisms for acquiring users and methods of monetizing users. The author explains how to put the right kinds of hooks in your games, gather the appropriate metrics, and evaluate that information to increase the game's overall stickiness and revenue per user. He also discusses the sale of virtual goods and the types of currency used in games, including single and dual currency models. Each chapter includes an interview with industry leaders who share their insight on designing and producing games, analyzing metrics, and much more.

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Editorial Review

About the Author

Since 1995, **Tim Fields** has worked in the game industry as a producer, project manager, design lead, and business developer. Tim has helped small studios and top publishers, such as EA and Microsoft, run teams that create great games. He has worked on shooters, sports games, racing titles, and RPGs using talent and teams from North America, Asia, and Europe.

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This Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is definitely information inside this book incredible fresh, you will get info which is getting deeper an individual read a lot of information you will get. This specific Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition without we know teach the one who studying it become critical in contemplating and analyzing. Don't always be worry Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition can bring when you are and not make your case space or bookshelves' come to be full because you can have it inside your lovely laptop even phone. This Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition having good arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

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