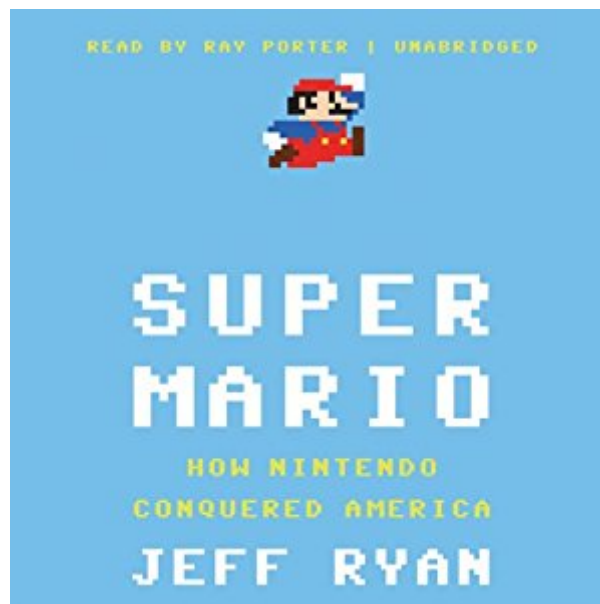


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# Super Mario: How Nintendo Conquered America



## Synopsis

The story of Nintendo's rise and the beloved icon who made it possible Nintendo has continually set the standard for video game innovation in America, starting in 1981 with a plucky hero who jumped over barrels to save a girl from an ape. The saga of Mario, the portly plumber who became the most successful franchise in the history of gaming, has plot twists worthy of a video game. Jeff Ryan shares the story of how this quintessentially Japanese company found success in the American market. Lawsuits, Hollywood, die-hard fans, and face-offs with Sony and Microsoft are all part of the drama. Find out about: Mario's eccentric yet brilliant creator, Shigeru Miyamoto, who was tapped for the job because he was considered expendable; Minoru Arakawa, the son-in-law of Nintendo's imperious president, who bumbled his way to success; and the unexpected approach that allowed Nintendo to reinvent itself as the gaming system for the nongamer, especially now with the Wii. Even those who can't tell a Koopa from a Goomba will find this a fascinating story of striving, comeuppance, and redemption.

## Book Information

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## Customer Reviews

I've been a fan of Nintendo history for a while, and I like reading about the development of video games and video game consoles. This book does a good job of describing the process through which Nintendo's video game business came to life, from the Game & Watch to Donkey Kong and beyond. Even better than that, though, the book places all of these elements into their historical contexts. Before discussing the creation of Donkey Kong, the author describes the state of the

industry at the time, and why Nintendo was either brilliant or crazy to do what they did, making you celebrate their success all the more. You get a full picture of Nintendo's place in video game history, and the book shows exactly why they are celebrated as the innovators they are. With that said, the book's main issue is that there will occasionally be blatant factual errors. It's rather odd because the information is very easy to verify, and makes the book seem like it wasn't properly edited. Just as one example, the author claims that Super Paper Mario is a spiritual successor to New Super Mario Bros. This is information that is very easy to verify, with only a couple seconds of Googling, making me wonder how such an error might slip through. There are several of these scattered throughout the book, so I would be reluctant to use this book as an academic source or anything of the sort. If you can look past the occasional error, this book is a great read for Nintendo fans. It illustrates the history of Nintendo in an engrossing way, making you excited for each new development, even though you've known what they are for the past 30 years.

A good read, if you can get past Jeff's obvious pro-Nintendo stance on pretty much everything. Read Console Wars for contrast and comparison for good narrative storytelling of an underdog in the budding video game industry.

I hit this book at 88 miles per hour and flew back in time to relive what I consider the birth of the modern era of gaming. It was an awesome ride. I learned so much. What is funny is how it explained so much of what was noticeable to me as a young kid but escaped my comprehension at the time. I had several eureka moments as I read along and understood for example why I could purchase (in 1984) several intellivision games at a local pharmacy for \$2 a piece. To a kid you just live the moment. I was very cool to have that moment explained to me as an adult. I totally remembered and appreciated the nostalgic journey.

This book is fantastic and one good enough that I will buy the hardback version to adorn my shelf, however, the eBook does have some glaring issues, the biggest being spelling. More times than I could count there were words misspelled, the biggest repeat offender being the word Famicom, which is a backbone of Nintendo history. In the eBook it is spelled Famicon by mistake every single time. I got quite annoying especially given how many times it was written in this book.

I've dabbled in console gaming my entire life but I'm a PC GAMER to the core. This book has all the passion and love for consoles that I have for Unreal or Doom or Half Life. It showed me how the

other side lives. It's a one sided perspective that doesn't focus on gaming as a whole like GENERATION X BOX does but instead sings a love song of passion and faith to the god known as Nintendo. I'm in my 40s and didn't grow up with Mario, he was something the kids played while I twitched game all over the early days of online gaming, but this love story made me appreciate what all the kids raved about and that love is what ties all of us together. Dismiss Nintendo as a kiddy console all you want but this book will show you we are gamers. Good read.

My son loves to read about old computer games and this book is very informative. Great addition to our library.

Great book if you are a nerd about the early NES days going through SNES. I killed a 6 hour flight with the book.

i read this twice and almost stole it out of my school's library because it's such a good read. the best way to explain it is that i felt like i was reading fiction, even though it's pure nonfiction. the author has a colorful, creative way of writing. even if you aren't into video games, youve heard of nintendo if you haven't been living under a rock. and even if you dont read nonfiction... read it!! it'll get you from the get-go.

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