

**Sega,
Nintendo,
and the
Battle That
Defined a
Generation**



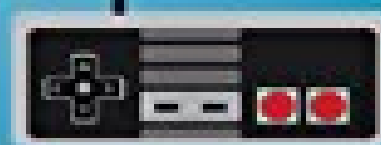
CONSOLE WARS

BLAKE J. HARRIS

FOREWORD BY
**SETH ROGEN &
EVAN GOLDBERG**

**"It's far and away one of the best
non-fiction books I've ever read."**

—Paul Tassi, *Forbes*



Resumo de Console Wars: Sega, Nintendo, and the Battle That Defined a Generation

Named a "Best Book of the Year" by NPR, Slate, Publishers Weekly, and GoodreadsIt was a once-in-a-lifetime battle that pitted brother against brother, kid against adult, Sonic against Mario, and the United States against Japan.

. . .In 1990, Nintendo had a virtual monopoly on the videogame industry. Sega was a faltering arcade company with big aspirations and even bigger personalities. But all that would change with the arrival of former Mattel executive Tom Kalinske.

His unconventional tactics, combined with the blood, sweat, and bold ideas of his renegade employees, completely transformed Sega and led to a ruthless David-and-Goliath showdown with Nintendo. But Sega's success would create many new enemies and make Nintendo stronger than ever.Blake J.

Harris brings into focus the warriors, the strategies, and the battles and explores how they transformed popular culture forever. Ultimately, Console Wars is the story of how a humble family man, with an extraordinary imagination and a gift for turning problems into competitive advantages, inspired a team of underdogs to slay a giant and, as a result, give birth to a sixty-billion-dollar industry.

[Acesse aqui a versão completa deste livro](#)