

CONTENTS

	Foreword by Mark Cerny	xi
	Introduction: "Why on Earth?"	xiii
Chapter 1	Sony, the One and Only	3
Chapter 2	The Last Days of Sega: A Cautionary Tale	20
Chapter 3	Nintendo in Third	40
Chapter 4	"But What About Sony?"	57
Chapter 5	"Impossible to Beat Sony in This Race"	84
Chapter 6	A Rising Tide	107
Chapter 7	The Launch from Hell	139
Chapter 8	"Mostly Dead": The Afterlife of the Arcade Business	160
Chapter 9	"Slightly Less Horrific than I Imagined"	195
Chapter 10	Rise to the Heavens	226
Chapter 11	Microsoft's Revolution	241
Chapter 12	One Bluffs. One Checks. One Calls.	271
Chapter 13	Keeping Secrets	296
Chapter 14	"So You Say You Want a Revolution"	339
Chapter 15	Wii Wins	366
Chapter 16	The Games That Defined Generation Seven	398
Chapter 17	Electronic Arts Activision: The Biggest Publisher in Games	417

Chapter 18	Movies and Games:	
	Trapped in a Bad Romance	476
	Acknowledgments	531
	Notes	539
	Index	547

xi	Foreword by Mark Cerny	
xiii	Introduction: "Why on Earth?"	
3	Chapter 1 Sony, the One and Only	
20	Chapter 2 The Last Days of Sega: A Cautionary Tale	
40	Chapter 3 Nintendo in Third	
57	Chapter 4 "But What About Sony?"	
84	Chapter 5 "Impossible to Beat Sony in This Race"	
107	Chapter 6 A Rising Tide	
139	Chapter 7 The Launch from Hell	
	Chapter 8 "Mostly Dead": The Afterlife of the	
160	Chapter 9 Arcade Business	
195	Chapter 10 "Slightly Less Horrific than I Imagined"	
226	Chapter 11 Rise to the Heavens	
241	Chapter 12 Microsoft's Revolution	
271	Chapter 13 One Bitter. One Check. One Call.	
296	Chapter 14 Keeping Secrets	
339	Chapter 15 "So You Say You Want a Revolution"	
366	Chapter 16 Wii Wins	
398	Chapter 17 The Games That Defined Generation Seven	
	Chapter 18 Electronic Arts Activation:	
417	The Biggest Publisher in Games	