### **Game Development From Good To Great**

*Relentless* Tim S. Grover 2014-03-11 An award-winning trainer draws on experience with such top athletes as Michael Jordan, Kobe Bryant and Ken Griffey, Jr. to explain how to tap dark competitive reflexes in order to succeed regardless of circumstances, explaining the importance of finding internal resources and harnessing the power of personal fears and instincts.

Living the Brand Nicholas Ind 2004 A company's workforce is its most valuable asset. It is the employees who translate an organziation's strategy into reality, interact with consumers and determine the corporate brand. In this fully updated second edition, Nicholas Ind demonstrates how a participatory approach can enhance employee commitment, improve service standards and focus effort to deliver business goals. This can be achieved by building meaning, purpose and values into the organization to foster a culture of enthusiastic employee participation. This practical and inspirational book is about how organizations can empower and enthuse their employees to create 'brand champions'. The themes of Living the Brand are:employees flourish in organizations where they identify with the brand; organizations flourish when the brand has relevance and creates meaning; purpose and values are not created - they exist; the issue is how well they are articulated and embedded; brand clarity creates freedom; brands come to life when the boundaries between the internal and external blur; stories and myths are important for sustaining brands; living the brand requires imagination. With the use of original international case studies, Nicholas Ind discusses the insights and problems of articulating and then delivering brands through people. The book examines the nature of branding and why people have become such important definers of the brand. The conclusion being that both organizations and people need values - it is essential to their well-being and sense of worth.

Everything Bad is Good for You Steven Johnson 2006-05-02 From the New York Times bestselling author of How We Got To Now and Farsighted Forget everything you've ever read about the age of dumbed-down, instant-gratification culture. In this provocative, unfailingly intelligent, thoroughly researched, and surprisingly convincing big idea book, Steven Johnson draws from fields as diverse as neuroscience, economics, and media theory to argue that the pop culture we soak in every day—from Lord of the Rings to Grand Theft Auto to The Simpsons—has been growing more sophisticated with each passing year, and, far from rotting our brains, is actually posing new cognitive challenges that are actually making our minds measurably sharper. After reading Everything Bad is Good for You, you will never regard the glow of the video game or television screen the same way again. With a new afterword by the author.

Level Up! Scott Rogers 2010-09-29 Design and build cutting-edge video games with help from video game expert Scott Rogers! If you want to design and build cutting-edge video games but aren't sure where to start, then this is the book for you. Written by leading video game expert Scott Rogers, who has designed the hits Pac Man World, Maxim vs. Army of Zin, and SpongeBob Squarepants, this book is full of Rogers's wit and imaginative style that demonstrates everything you need to know about designing great video games. Features an approachable writing style that considers game designers from all levels of expertise and experience Covers the entire video game creation process, including developing marketable ideas, understanding what gamers want, working with player actions, and more Offers techniques for creating non-human characters and using the camera as a character Shares helpful insight on the business of design and how to create design documents So, put your game face on and start creating memorable, creative, and unique video games with this book!

<u>Masters of Doom</u> David Kushner 2003-04-24 Masters of Doom is the amazing true story of the Lennon and McCartney of video games: John Carmack and John Romero. Together, they ruled big business. They transformed popular culture. And they provoked a national controversy. More than anything, they lived a unique and rollicking American Dream, escaping the broken homes of their

youth to co-create the most notoriously successful game franchises in history—Doom and Quake—until the games they made tore them apart. Americans spend more money on video games than on movie tickets. Masters of Doom is the first book to chronicle this industry's greatest story, written by one of the medium's leading observers. David Kushner takes readers inside the rags-toriches adventure of two rebellious entrepreneurs who came of age to shape a generation. The vivid portrait reveals why their games are so violent and why their immersion in their brilliantly designed fantasy worlds offered them solace. And it shows how they channeled their fury and imagination into products that are a formative influence on our culture, from MTV to the Internet to Columbine. This is a story of friendship and betrayal, commerce and artistry—a powerful and compassionate account of what it's like to be young, driven, and wildly creative. "To my taste, the greatest American myth of cosmogenesis features the maladjusted, antisocial, genius teenage boy who, in the insular laboratory of his own bedroom, invents the universe from scratch. Masters of Doom is a particularly inspired rendition. Dave Kushner chronicles the saga of video game virtuosi Carmack and Romero with terrific brio. This is a page-turning, mythopoeic cyber-soap opera about two glamorous geek geniuses—and it should be read while scarfing down pepperoni pizza and swilling Diet Coke, with Queens of the Stone Age cranked up all the way."—Mark Leyner, author of I Smell Esther Williams The Great Game Peter Hopkirk 2006-03-27 For nearly a century the two most powerful nations on earth, Victorian Britain and Tsarist Russia, fought a secret war in the lonely passes and deserts of Central Asia. Those engaged in this shadowy struggle called it 'The Great Game', a phrase immortalized by Kipling. When play first began the two rival empires lay nearly 2,000 miles apart. By the end, some Russian outposts were within 20 miles of India. This classic book tells the story of the Great Game through the exploits of the young officers, both British and Russian, who risked their lives playing it. Disguised as holy men or native horse-traders, they mapped secret passes, gathered intelligence and sought the allegiance of powerful khans. Some never returned. The violent repercussions of the Great Game are still convulsing Central Asia today.

An Introduction to HTML5 Game Development with Phaser.js Travis Faas 2017-01-12 Experience the thrill of crafting your own HTML5 game with Phaser.js game engine. HTML5 and modern JavaScript game engines have helped revolutionized web based games. Each chapter in An Introduction to HTML5 Game Development with Phaser.js showcases a sample game that illustrates an aspect of Phaser.js (now Lazer.js) that can be used as is, or in remixed games of the developer's design. Each of these examples help the reader to understand how to optimize JavaScript game development with modern project tooling like Grunt and Bower. Though the world of HTML game development continues to grow and evolve, An Introduction to HTML5 Game Development with Phaser.js, provides a grounded resource and vital learning tool to anyone looking to optimize web game development process.

A Great Place to Work For All Michael C. Bush 2018-03-13 Cover -- Half Title -- Title -- Copyright --Dedication -- Contents -- Foreword A Better View of Motivation -- Introduction A Great Place to Work For All -- PART ONE Better for Business -- Chapter 1 More Revenue, More Profit -- Chapter 2 A New Business Frontier -- Chapter 3 How to Succeed in the New Business Frontier -- Chapter 4 Maximizing Human Potential Accelerates Performance -- PART TWO Better for People, Better for the World -- Chapter 5 When the Workplace Works For Everyone -- Chapter 6 Better Business for a Better World -- PART THREE The For All Leadership Call -- Chapter 7 Leading to a Great Place to Work For All -- Chapter 8 The For All Rocket Ship -- Notes -- Thanks -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- R -- S -- T -- U -- V -- W -- Z -- About Us -- Authors Good to Great to Innovate Lyn Sharratt 2014-09-12 Guide your students to a successful future in the new economy Learn how outstanding schools on five continents address career readiness, and how your program can best prepare students for a successful future. Written for education leaders at all levels, this resource shows how to: Design a continuum of learning that empowers your students to become independent decision-makers Consistently support student voice and choice through all grade levels Integrate multiple Pathways to opportunity in your curriculum by developing local community partnerships Develop an approach to career readiness that recognizes

the value of college, the workplace, university and the new "gold collar" jobs, including technology and the skilled trades

Theory of Fun for Game Design Raph Koster 2005 Discusses the essential elements in creating a successful game, how playing games and learning are connected, and what makes a game boring or fun.

Game Changer Emma Lea 2021-04-11 No one ever got a second chance to make a great first impression. That was something Jack Daniels knew all to well. (Yes, that was his real name. No, he was not related to that Jack Daniels). Jack wouldn't normally care what someone else thought of him, but when it impacted his job? That was another matter entirely. It wasn't even his fault, not really. If anyone was to blame for Jack making an absolute fool of himself in front of his new neighbour it was his 'friend' Carter. But now Jack had to make things right...or he would miss out on the biggest coup of his career. Dianna Fletcher was just trying to live her best life. Yes, she suffered with chronic pain and no, it wasn't all in her head. It made getting in to the office every day a bit of a challenge, but that was what the internet was for, right? Working from home was a legitimate way to do her job, even if some people didn't agree. Besides, she was currently experiencing one of the highest points of her career as a game designer...the launch of a game she conceptualised and ran point on from design to production...and the biggest game to come out of Black Sheep Software and Gaming ever. She was living the dream and it should have been the best time of her life if not for the little snag of the grumpy DILF living next door. Dianna would have quite happily gone on ignoring Jack for the rest of eternity, but her boss had other ideas. Now Dianna and Jack had to work together in order to promote her game launch. Dianna would have been quite happy to work with anyone else at The Playbook, but that wasn't an option. Jack—the grumpy DILF next door—was the guy who could take her game launch from good to great. Working with Jack would be a game changer...if only she didn't hate him so much.

**Video Game Programming for Kids** Jonathan S. Harbour 2014-11-18 Teaches young video game enthusiasts how to program their own games using QB64, a simple and free version of the BASIC programming language. Written specifically for kids ages 8-12, this book requires no programming experience, using simple concepts and fun games to teach introductory programming. Each chapter focuses on a single programming concept, and most of the games do not require additional downloads to run.--from back cover.

Game Changer Emma Lea 2021-04-11 No one ever got a second chance to make a great first impression. That was something Jack Daniels knew all to well. (Yes, that was his real name. No, he was not related to that Jack Daniels). Jack wouldn't normally care what someone else thought of him, but when it impacted his job? That was another matter entirely. It wasn't even his fault, not really. If anyone was to blame for Jack making an absolute fool of himself in front of his new neighbour it was his 'friend' Carter. But now Jack had to make things right...or he would miss out on the biggest coup of his career. Dianna Fletcher was just trying to live her best life. Yes, she suffered with chronic pain and no, it wasn't all in her head. It made getting in to the office every day a bit of a challenge, but that was what the internet was for, right? Working from home was a legitimate way to do her job, even if some people didn't agree. Besides, she was currently experiencing one of the highest points of her career as a game designer...the launch of a game she conceptualised and ran point on from design to production...and the biggest game to come out of Black Sheep Software and Gaming ever. She was living the dream and it should have been the best time of her life if not for the little snag of the grumpy DILF living next door. Dianna would have quite happily gone on ignoring Jack for the rest of eternity, but her boss had other ideas. Now Dianna and Jack had to work together in order to promote her game launch. Dianna would have been guite happy to work with anyone else at The Playbook, but that wasn't an option. Jack-the grumpy DILF next door-was the guy who could take her game launch from good to great. Working with Jack would be a game changer...if only she didn't hate him so much.

<u>2D Apple Games by Tutorials Second Edition</u> Raywenderlich Com Team 2017-11-16 Learn How to Make 2D Games for iOS, tvOS, watchOS and macOS! Learn how to make games for all the major

Apple platforms in Swift, using Apple's built-in 2D game framework: SpriteKit. Through a series of mini-games and challenges, you will go from beginner to advanced and learn everything you need to make your own game! By the time you're finished reading this book, you will have made 6 complete mini-games, from an action game to a puzzle game to a racing game! Topics Covered in 2D Apple Games by Tutorials Sprites: Get started quickly and get your images onto your screen. Manual Movement: Move sprites manually with a crash course on 2D math. Actions: Learn how to move sprites the "easy way" using SpriteKit actions. Scenes and Transitions: Make multiple screens in your app and move between them. Camera: Use SpriteKit's built-in camera to control your view. Labels: Learn how to display text for lives, score and more in your game. Physics: Add realistic physics behavior into your games. Beyond Sprites: Add video nodes, core image filters, and custom shapes. Particle Systems: Add explosions, star fields, and other special effects. Adding "Juice" Take your game from good to great by polishing it until it shines. Online Gaming: Add multiplayer features to your game with Apple's Game Center. Tile Maps: Make games that use tile maps with obstacles, power-ups, and more. tvOS: Learn how to port your game to the Apple TV and work with the remote. watchOS: Take advantage of the unique features of the Apple Watch. macOS: Learn how to bring 2D gaming to the desktop. And much more, including bonus chapters on augmented reality in ARKit and creating your own 2D game art!

Reality Is Broken Jane McGonigal 2011-01-20 "McGonigal is a clear, methodical writer, and her ideas are well argued. Assertions are backed by countless psychological studies." —The Boston Globe "Powerful and provocative . . . McGonigal makes a persuasive case that games have a lot to teach us about how to make our lives, and the world, better." —San Jose Mercury News "Jane McGonigal's insights have the elegant, compact, deadly simplicity of plutonium, and the same explosive force." —Cory Doctorow, author of Little Brother A visionary game designer reveals how we can harness the power of games to boost global happiness. With 174 million gamers in the United States alone, we now live in a world where every generation will be a gamer generation. But why, Jane McGonigal asks, should games be used for escapist entertainment alone? In this groundbreaking book, she shows how we can leverage the power of games to fix what is wrong with the real world-from social problems like depression and obesity to global issues like poverty and climate change-and introduces us to cutting-edge games that are already changing the business, education, and nonprofit worlds. Written for gamers and non-gamers alike, Reality Is Broken shows that the future will belong to those who can understand, design, and play games. Jane McGonigal is also the author of SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver and More Resilient.

Good to Great in God's Eyes Chip Ingram 2017-04-04 Now poised to reach a new readership, Good to Great in God's Eyes shows how Christians can honor God with lives of great faith and excellent work. Believers become great in God's eyes by applying the ten common characteristics of great Christians: - think great thoughts - read great books - pursue great people - dream great dreams - pray great prayers - take great risks - make great sacrifices - enjoy great moments - empower great people - develop great habits Using Scripture, personal stories, and examples from Christians who left a lasting legacy, bestselling author Chip Ingram offers practical steps for becoming great in all areas of life, in spiritual growth, family, relationships, and career. Includes a foreword by Bob Buford and helpful discussion questions to facilitate group or individual study.

Good to Great James Charles Collins 2001 Can a good company become a great one and, if so, how? After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organization to Distributed Game Development Tim Fields 2012-11-12 Take control of your global game development team and make successful AAA game titles using the 'Distributed Development' model. Game industry veteran Tim Fields teaches you how to evaluate game deals, how to staff teams for highly distributed game development, and how to maintain challenging relationships in order to get great games to market. This book is filled with interviews with a broad spectrum of industry experts from top game publishers and business owners in the US and UK. A supplementary web site

provides interviews from the book, a forum where developers and publishers can connect, and additional tips and tricks. Topics include:

Drawing Basics and Video Game Art Chris Solarski 2012-09-18 "This book supports my own 30year crusade to demonstrate that games are an art form that undeniably rivals traditional arts. It gives detailed explanations of game art techniques and their importance, while also highlighting their dependence on artistic aspects of game design and programming." — John Romero, co-founder of id Software and CEO of Loot Drop, Inc. "Solarski's methodology here is to show us the artistic techniques that every artist should know, and then he transposes them to the realm of video games to show how they should be used to create a far more artful gaming experience ... if I were an artist planning to do video game work, I'd have a copy of this on my shelf." — Marc Mason, Comics Waiting Room Video games are not a revolution in art history, but an evolution. Whether the medium is paper or canvas—or a computer screen—the artist's challenge is to make something without depth seem like a window into a living, breathing world. Video game art is no different. Drawing Basics and Video Game Art is first to examine the connections between classical art and video games, enabling developers to create more expressive and varied emotional experiences in games. Artist game designer Chris Solarski gives readers a comprehensive introduction to basic and advanced drawing and design skills—light, value, color, anatomy, concept development—as well as detailed instruction for using these methods to design complex characters, worlds, and gameplay experiences. Artwork by the likes of Michelangelo, Titian, and Rubens are studied alongside AAA games like BioShock, Journey, the Mario series, and Portal 2, to demonstrate perpetual theories of depth, composition, movement, artistic anatomy, and expression. Although Drawing Basics and Video Game Art is primarily a practical reference for artists and designers working in the video games industry, it's equally accessible for those interested to learn about gaming's future, and potential as an artistic medium. Also available as an eBook

<u>Good To Great And The Social Sectors</u> James Charles Collins 2005 An addition to Jim Collins's book "Good to Great" that focuses on achieving high performance in the social sectors.

Homebrew Game Development and The Extra Lives of Consoles Robin Wilde 2023-05-04 The games industry moves fast, with release schedules flying by in a blur and hardware constantly changing and updating. But outside the official world of licences and publishing deals, hundreds of games every year find a new home on consoles which have since been abandoned by their manufacturers. This is the hobbyist's playground of homebrew gaming. The first book by freelance journalist and game developer Robin Wilde, Homebrew Game Development and The Extra Lives of Consoles is the first comprehensive history of the unlicensed and unofficial world of homebrew video games. It explores the methods, enthusiasm and motivations behind the developers who are defying technical limitations and turning nostalgia into brand new gaming experiences for retro consoles. Featuring exclusive interviews with developers behind homebrew hits and Kickstarter successes, as well as others working in the industry, the book dives into what makes the homebrew world tick, and explores some of the best, most innovative, and strangest titles gracing long-retired consoles. As well as providing unique insight into obscure titles, Homebrew Game Development and The Extra Lives of Consoles explores the ongoing developments in this cottage industry, which are opening it up to more and more aspiring developers. Homebrew is an exciting new frontier for game development, and this book opens the door both for readers who were already interested but didn't know where to start, and gamers who never knew this world existed.

Designing Games Tynan Sylvester 2013-01-03 Ready to give your design skills a real boost? This eye-opening book helps you explore the design structure behind most of today's hit video games. You'll learn principles and practices for crafting games that generate emotionally charged experiences—a combination of elegant game mechanics, compelling fiction, and pace that fully immerses players. In clear and approachable prose, design pro Tynan Sylvester also looks at the day-to-day process necessary to keep your project on track, including how to work with a team, and how to avoid creative dead ends. Packed with examples, this book will change your perception of game design. Create game mechanics to trigger a range of emotions and provide a variety of play Explore several

options for combining narrative with interactivity Build interactions that let multiplayer gamers get into each other's heads Motivate players through rewards that align with the rest of the game Establish a metaphor vocabulary to help players learn which design aspects are game mechanics Plan, test, and analyze your design through iteration rather than deciding everything up front Learn how your game's market positioning will affect your design

**Unity Game Development Blueprints** John P. Doran 2014-11-11 If you want to build enticing projects with Unity, this book is for you. Readers who are familiar with the basics of how to create simple projects in Unity will have an easier time.

Invent Your Own Computer Games with Python, 4th Edition Al Sweigart 2016-12-16 Invent Your Own Computer Games with Python will teach you how to make computer games using the popular Python programming language—even if you've never programmed before! Begin by building classic games like Hangman, Guess the Number, and Tic-Tac-Toe, and then work your way up to more advanced games, like a text-based treasure hunting game and an animated collision-dodging game with sound effects. Along the way, you'll learn key programming and math concepts that will help you take your game programming to the next level. Learn how to: -Combine loops, variables, and flow control statements into real working programs -Choose the right data structures for the job, such as lists, dictionaries, and tuples -Add graphics and animation to your games with the pygame module -Handle keyboard and mouse input -Program simple artificial intelligence so you can play against the computer -Use cryptography to convert text messages into secret code -Debug your programs and find common errors As you work through each game, you'll build a solid foundation in Python and an understanding of computer science fundamentals. What new game will you create with the power of Python? The projects in this book are compatible with Python 3.

**Scrum Mastery** Geoff Watts 2021-09 The basics of being a ScrumMaster are fairly straightforward: At face value all a ScrumMaster needs to do is facilitate the Scrum process and remove impediments. But being a great ScrumMaster, one who truly embodies the principles of servantleadership and helps nurture a high-performing team, is much harder and more elusive. In this second edition of his groundbreaking book, Geoff shares an updated collection of stories and practical guidance, drawn from twenty years of coaching Scrum teams that will guide you on your path to greatness. In this book you will learn: The skills and characteristics of great ScrumMastersHow to generate, maintain and increase engagement from the teamHow to increase the effectiveness of the Scrum meetings, such as retrospectives and daily scrums. How to foster a more creative and collaborative teamHow to increase the performance of the teamHow to know when you are a successful ScrumMasterScrum Mastery is for practicing ScrumMasters who want to develop themselves into a great servant-leader capable of taking their teams beyond simple process compliance. Mike Cohn, in his foreword for the book, said: "Most books rehash well-trod territory and I don't finish them any wiser. I am positive I will be referring back to this book for many years"Roman Pichler said:"I am thoroughly impressed with how comprehensive and well-written the book is. It will be indispensable for many people"

The Infinite Game Simon Sinek 2019-10-15 From the New York Times bestselling author of Start With Why and Leaders Eat Last, a bold framework for leadership in today's ever-changing world. How do we win a game that has no end? Finite games, like football or chess, have known players, fixed rules and a clear endpoint. The winners and losers are easily identified. Infinite games, games with no finish line, like business or politics, or life itself, have players who come and go. The rules of an infinite game are changeable while infinite games have no defined endpoint. There are no winners or losers—only ahead and behind. The question is, how do we play to succeed in the game we're in? In this revelatory new book, Simon Sinek offers a framework for leading with an infinite mindset. On one hand, none of us can resist the fleeting thrills of a promotion earned or a tournament won, yet these rewards fade quickly. In pursuit of a Just Cause, we will commit to a vision of a future world so appealing that we will build it week after week, month after month, year after year. Although we do not know the exact form this world will take, working toward it gives our work and our life meaning. Leaders who embrace an infinite mindset build stronger, more

innovative, more inspiring organizations. Ultimately, they are the ones who lead us into the future. A Game Design Vocabulary Anna Anthropy 2014-02-20 Master the Principles and Vocabulary of Game Design Why aren't videogames getting better? Why does it feel like we're playing the same games, over and over again? Why aren't games helping us transform our lives, like great music, books, and movies do? The problem is language. We still don't know how to talk about game design. We can't share our visions. We forget what works (and doesn't). We don't learn from history. It's too hard to improve. The breakthrough starts here. A Game Design Vocabulary gives us the complete game design framework we desperately need—whether we create games, study them, review them, or build businesses on them. Craft amazing experiences. Anna Anthropy and Naomi Clark share foundational principles, examples, and exercises that help you create great player experiences...complement intuition with design discipline...and craft games that succeed brilliantly on every level. Liberate yourself from stale clichés and genres Tell great stories: go way beyond cutscenes and text dumps Control the crucial relationships between game "verbs" and "objects" Wield the full power of development, conflict, climax, and resolution Shape scenes, pacing, and player choices Deepen context via art, animation, music, and sound Help players discover, understand, engage, and "talk back" to you Effectively use resistance and difficulty: the "push and pull" of games Design holistically: integrate visuals, audio, and controls Communicate a design vision everyone can understand

How to Become a Video Game Artist Sam R. Kennedy 2013-05-14 Become a Player in the Business of Video Game Art Every year video games generate billions of dollars and some of the most dynamic and engaging artwork today. It's an ever-growing field that holds great professional opportunity, but you need the right skills and savvy if you want to stake your claim. In How to Become a Video Game Artist, veteran video game designer Sam R. Kennedy provides the inside track on everything you need to forge a career in the world of video game art. Starting with the basics of game creation and a look at the artistic skills necessary to get started, Kennedy spotlights specific, key roles for creators—from concept artists to character animators to marketing artists and beyond. Each chapter features screenshots from popular video games like Tom Clancy's Ghost Recon and World of Warcraft; interviews with video game art professionals who've worked for top gaming companies like BioWare, Blizzard, and Ubisoft; step-by-step examples of actual game art; and detailed breakdowns of the training and portfolio samples you'll need to make these jobs your own. For anyone who wants to go from gamer to game designer, this book contains all the secrets you'll need to rise to the top of one of the most exciting industries of our time.

Game Development from Good to Great Tony Floyd 2017-02-17 Are you a gamer?Do you have a great idea for a game but don't know how to make it the best it can be?In this new book, aimed specifically at people just like you, I will show you why developing your Video Game into a better product is easier than you first imagined. I will give you step-by-step instructions on a range of ideas and skills, which include:\* Turning your idea into a theme\* Structuring your project properly\* How to write a great outline\* Learning what makes games in each genre so appealing\* Writing better characters\* Building a community around your project\* MarketingBy following the simple steps and expert advice contained within the pages of this book, you will find it much easier to get to the end of your project and have a better finished product. There is a huge amount to learn in the business of video game developing, from the perspectives of both gamers and developers, but what makes a game truly great is the real secret that everyone is searching for. This is the book which will not only get you started on that quest, but see you through to the end.

**Business Lessons from a Radical Industrialist** Ray C. Anderson 2011-03-29 In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothingfrom the earth that can't be replaced by the earth. Now, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: in 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's call for change, Interface has: —cut greenhouse gas emissions by 82%—cut fossil fuel consumption by 60%—cut waste by

66%—cut water use by 75%—invented and patented new machines, materials, and manufacturing processes—increased sales by 66%, doubled earnings, and raised profit margins With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth. Ray Anderson is featured in the film, So Right, So Smart, which takes a behind-the-scenes look at how his leadership transformed Interface into a company with a sustainable business practices that made it more profitable than it was before.

Turning the Flywheel Jim Collins 2019-02-26 A companion guidebook to the number-one bestselling Good to Great, focused on implementation of the flywheel concept, one of Jim Collins' most memorable ideas that has been used across industries and the social sectors, and with startups. The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic Good to Great, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his Good to Great labs and case studies from organizations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organizations can disrupt the world around them—and reach unprecedented success—by employing the flywheel concept.

The Hedgehog and the Fox Isaiah Berlin 2013-06-02 "The fox knows many things, but the hedgehog knows one big thing." This ancient Greek aphorism, preserved in a fragment from the poet Archilochus, describes the central thesis of Isaiah Berlin's masterly essay on Leo Tolstoy and the philosophy of history, the subject of the epilogue to War and Peace. Although there have been many interpretations of the adage, Berlin uses it to mark a fundamental distinction between human beings who are fascinated by the infinite variety of things and those who relate everything to a central, all-embracing system. Applied to Tolstoy, the saying illuminates a paradox that helps explain his philosophy of history: Tolstoy was a fox, but believed in being a hedgehog. One of Berlin's most celebrated works, this extraordinary essay offers profound insights about Tolstoy, historical understanding, and human psychology. This new edition features a revised text that supplants all previous versions, English translations of the many passages in foreign languages, a new foreword in which Berlin biographer Michael Ignatieff explains the enduring appeal of Berlin's essay, and a new appendix that provides rich context, including excerpts from reviews and Berlin's letters, as well as a startling new interpretation of Archilochus's epigram.

Learn You a Haskell for Great Good! Miran Lipovaca 2011-04-15 It's all in the name: Learn You a Haskell for Great Good! is a hilarious, illustrated guide to this complex functional language. Packed with the author's original artwork, pop culture references, and most importantly, useful example code, this book teaches functional fundamentals in a way you never thought possible. You'll start with the kid stuff: basic syntax, recursion, types and type classes. Then once you've got the basics down, the real black belt master-class begins: you'll learn to use applicative functors, monads, zippers, and all the other mythical Haskell constructs you've only read about in storybooks. As you work your way through the author's imaginative (and occasionally insane) examples, you'll learn to: -Laugh in the face of side effects as you wield purely functional programming techniques -Use the magic of Haskell's "laziness" to play with infinite sets of data -Organize your programs by creating your own types, type classes, and modules -Use Haskell's elegant input/output system to share the genius of your programs with the outside world Short of eating the author's brain, you will not find a better way to learn this powerful language than reading Learn You a Haskell for Great Good! **Game Programming Patterns** Robert Nystrom 2014-11-03 The biggest challenge facing many game programmers is completing their game. Most game projects fizzle out, overwhelmed by the complexity of their own code. Game Programming Patterns tackles that exact problem. Based on years of experience in shipped AAA titles, this book collects proven patterns to untangle and optimize your game, organized as independent recipes so you can pick just the patterns you need.

You will learn how to write a robust game loop, how to organize your entities using components, and take advantage of the CPUs cache to improve your performance. You'll dive deep into how scripting engines encode behavior, how quadtrees and other spatial partitions optimize your engine, and how other classic design patterns can be used in games.

**Great by Choice** Jim Collins 2011-10-11 Ten years after the worldwide bestseller Good to Great, Jim Collins returns withanother groundbreaking work, this time to ask: why do some companies thrive inuncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and solleague Morten Hansen enumerate the principles for building a truly greatenterprise in unpredictable, tumultuous and fast-moving times. This book is classic Collins: contrarian, data-driven and uplifting.

One Up Joost van Dreunen 2020-10-06 What explains the massive worldwide success of video games such as Fortnite, Minecraft, and Pokémon Go? Game companies and their popularity are poorly understood and often ignored from the standpoint of traditional business strategy. Yet this industry generates billions in revenue by thinking creatively about digital distribution, free-to-play content, and phenomena like e-sports and live streaming. What lessons can we draw from its major successes and failures about the future of entertainment? One Up offers a pioneering empirical analysis of innovation and strategy in the video game industry to explain how it has evolved from a fringe activity to become a mainstream form of entertainment. Joost van Dreunen, a widely recognized industry expert with over twenty years of experience, analyzes how game makers, publishers, and platform holders have tackled strategic challenges to make the video game industry what it is today. Using more than three decades of rigorously compiled industry data, he demonstrates that video game companies flourish when they bring the same level of creativity to business strategy that they bring to game design. Filled with case studies of companies such as Activision Blizzard, Apple, Electronic Arts, Epic Games, Microsoft, Nexon, Sony, Take-Two Interactive, Tencent, and Valve, this book forces us to rethink common misconceptions around the emergence of digital and mobile gaming. One Up is required reading for investors, creatives, managers, and anyone looking to learn about the major drivers of change and growth in contemporary entertainment.

The Four Obsessions of an Extraordinary Executive Patrick M. Lencioni 2010-06-22 A gripping tale that reveals what occupies the minds of the world's best business leaders As CEO, most everything that Rich O'Connor did had something to do with at least one of the four disciplines on his famed "yellow sheet." Some of the firm's executives joked that he was obsessed with it. Interestingly, only a handful of people knew what was on that sheet, and so it remained something of a mystery. Which was okay with Rich, because no one really needed to understand it, other than him. He certainly never suspected that it would become the blueprint of an employee's plan to destroy the firm. In this stunning follow-up to his best-selling book, The Five Temptations of a CEO, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization - an often overlooked but essential element of business life that is the linchpin of sustained success. Readers are treated to a story of corporate intrigue as Rich O'Connor, fictional CEO of technology consulting company Telegraph Partners, faces a leadership challenge so great that it threatens to topple his company, his career and everything he holds true about what makes a leader truly exceptional. In the story's telling, Lencioni deftly helps his readers understand the disarming simplicity and power of creating a healthy organization and reveals four key disciplines that they can follow to achieve it. In The Four Obsessions of an Extraordinary Executive, Lencioni delivers an utterly gripping tale with a powerful and memorable message for all who strive to be remarkable leaders.

**A Great and Glorious Game** A. Bartlett Giamatti 1998-01-01 The late Commissioner of Baseball reflects on the wider significance of baseball, the business of the game, and his decision to suspend Pete Rose

**Good to Great to Gone** Alan Wurtzel 2012-10-23 Chronicling his 13 years as CEO of Circuit City during its most successful time and sharing his insightful analysis of its downfall, Alan Wurtzel

imparts a wisdom that is a must-read for anyone even remotely interested in business. "Good to Great to Gone illustrates the vital importance of listening to your customers. Without them your company has nothing." —Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. How did Circuit City go from a Mom and Pop store with a mere \$13,000 investment, to the best performing Fortune 500 Company for any 15-year period between 1965 and 1995, to bankruptcy and liquidation in 2009? What must leaders do not only to take a business from good to great, but to avoid plummeting from great to gone in a constantly evolving marketplace? For almost 50 years, Circuit City was able to successfully navigate the constant changes in the consumer electronics marketplace and meet consumer demand and taste preferences. But with the company's subsequent decline and ultimate demise in 2009, former CEO Alan Wurtzel has the rare perspective of a company insider in the role of an outsider looking in. Believing that there is no singular formula for strategy, Wurtzel emphasizes the "Habits of Mind" that influence critical management decisions. With key takeaways at the end of each chapter, Wurtzel offers advice and guidance to ensure any business stays on track, even in the wake of disruption, a changing consumer landscape, and new competitors. Part social history, part cautionary tale, and part business strategy guide, Good to Great to Gone: The 60 Year Rise and Fall of Circuit City features a memorable story with critical leadership lessons. Building HTML5 Games with ImpactJS Jesse Freeman 2012-02-15 Create a real 2D game from start to finish with ImpactJS, the JavaScript game framework that works with the HTML5's Canvas element. Making video games is hard work that requires technical skills, a lot of planning, and—most critically—a commitment to completing the project. With this hands-on guide, you'll learn how to use Impact with other technologies step-by-step. You'll pick up important tips about game design, and discover how to publish Impact games to the Web, desktop, and mobile—including a method to package your game as a native iOS app. Packed with screen shots and sample code, this book is ideal for game developers of all levels. Set up your development environment and discover Impact's advantages Build a complete game with core logic, collision detection, and player and monster behavior Learn why a game design document is critical before you start building Display and animate game artwork with sprite sheets Add sound effects, background music, and text Create screens to display stats and in-game status Prepare to publish by baking your game files into a single file

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