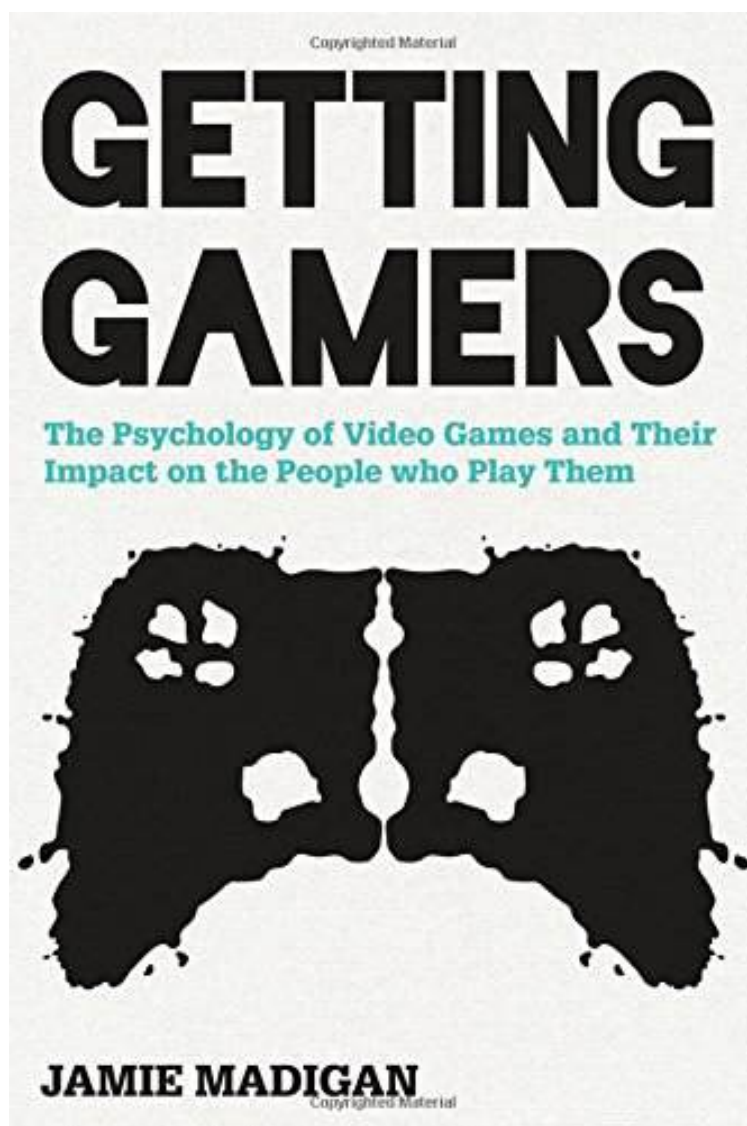


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7 of 7 review helpful Exceptionally well done analysis of gamers and the gaming industry By Customer Getting Gamers is an excellent psychological study of gamers and the industry This book is a must for game designers and even more so for executives at game development companies As Dr Madigan points out a better understanding of gamers and the craft of gaming as an exercise in psychology will make the indu Video games are big business They can be addicting They are available almost anywhere you go and are appealing to people of all ages They can eat up our time cost us money even kill our relationships But it rsquo s not all bad This book will show that rather than being a waste of time video games can help us develop skills make friends succeed at work form good habits and be happy Taking the time to learn what rsquo s happening in our heads as we This is a smart thorough and funny journey into the world of video games Madigan a psychologist takes a scholarly approach incorporating notable studies from the past such as Philip Zimbardo rsquo s experiment of having subjects supposedly a

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