



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

By Cazet, Denys

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are These People, Anyway? 2. Planning and Budgeting. Cost of Entry. Budgeting and Return on Investment (ROI) Factors. Talent Pool: Management and Hiring Issues. Differentiation Between Product and Service. Budgeting the Development and Launch. 3. Project Management/Manager. Project Plans. Yes, It Really Will Take at Least 2?3 Years to Complete. Why Production Slips Happen. Project Realities. 4. Marketing and Distribution Concerns: Retail Box, Download, or Both? Downloading: Not (Yet) a Viable Option. Buying Shelf Space. The AOL Model: Do You Need to Actually Sell the Client? 5. Calculating and Expanding the Profit Margins: The Cost of Doing Business. Some Numbers. Add-On Profits. II. DESIGN AND DEVELOPMENT CONSIDERATIONS. 6. Basic Design and Development Issues. Practicalities and Advice. Design. 7. Digging Deeper into Development and Design Issues. Technical Considerations. Where to Start? Building the Right Tools. Host Hardware and Bandwidth. Player Hardware and Software. Customer Support: Dude, Where's My Tools? 8. Getting into the Design. Acquisition and Retention Features. The Themis...

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