



Playing to Wiin: Nintendo and the Video Game Industry's Greatest Comeback

Daniel Sloan

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How Nintendo reclaimed its spot at the top of one of the world's most competitive industries

Nintendo was once the dominant force in home video gaming--until Sony and Microsoft pummeled them with powerful new consoles. As those two giants battled each other for market share, Nintendo looked dead and buried. Then, true to its secretive, low-profile approach, Nintendo roared back into the market with its revolutionary Wii console and portable Nintendo DS system. Taking a completely different approach to gaming while embracing its creative roots, the company was back at the top of its game.

But how did a struggling Japanese family company, with its origins in nineteenth-century playing cards, come to dominate a competitive, high-tech industry? *Playing to Wiin* details the key succession issue for Nintendo, the development of the DS and Wii consoles, and the creation of remarkable new gaming software. All these factors combined to drive Nintendo back to the top of the gaming world.

- Reveals the business strategy that led Nintendo back to the top of the gaming industry amidst fierce competition from bigger rivals
- An inspirational story of a stunning business turnaround and the hyper-creative minds behind it
- Written by an acclaimed financial and business journalist based in Tokyo

Offering a fascinating inside look at a market-leading company once left for dead, *Playing to Wiin* is a must-read for executives and leaders interested in one of the greatest business turnarounds in history.

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