



# Social Game Design: Monetization Methods and Mechanics

By Tim Fields, Brandon Cotton

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*Social Game Design* reveals what you need to know in order to create and monetize online social games. Using examples from successful game designs, you'll learn what makes these games compelling, and why people will pay to play them. This book will inspire you to apply these principles in order to meet the challenges of this new space, creating original games that both delight players and generate profit. We'll talk about different business models, how to acquire and keep players, how to sell virtual goods, and how to keep players coming back day after day.

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### **Editorial Review**

#### **About the Author**

Tim Fields has been in the game industry since 1995 as a producer, project manager, design lead, and business developer. Tim has helped small studios and top publishers like EA and Microsoft run teams that create great games. He has worked on shooters, sports games, racing titles, and RPGs using talent and teams from North America, Asia, Europe, and the UK.

Brandon Cotton has over 10 years of game industry experience covering a wide variety of technology, platforms and game types. He is active in the social and online game design community, and currently serves as a founder, design lead, and programmer for Portalarium. He has built games for NCSoft, Ubisoft, and Microsoft, and holds a degree in Computer Science from the University of Texas.

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