



Free-to-Play: Making Money From Games You Give Away

Will Luton

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“ Will’s knowledge of F2P comes from years of building games, as well as writing about and consulting with developers on the model. All the topics covered in this book—economics, gameplay, monetization, analytics and marketing—are important to consider when you’re building an F2P game, and Will covers each with an easy-to-digest style.” —Ian Marsh, co-founder, NimbleBit

Free-to-Play: Making Money From Games You Give Away is an accessible and complete guide to the business model that has revolutionized the videogames industry, creating huge hits, multi-billion-dollar startups and a new deal for players: Play for free, spend on what you like.

Written by respected game designer and consultant Will Luton, *Free-to-Play* gives you the in-the-trenches insight you need to build, run and make money from games you give away. In it you’ll find:

- Psychology behind player decisions and the motivations to play
- Simple and accessible explanations of the math and economic theories behind F2P, including working examples
- Processes for capturing and using player data to improve your game
- Marketing tips on positioning your game and attracting players
- Plus: A downloadable F2P spreadsheet, articles from the author, a foreword by NimbleBit co-founder Ian Marsh and an interview with Zynga CEO, Mark Pincus.

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Maria Casillas:

Exactly why? Because this Free-to-Play: Making Money From Games You Give Away is an unordinary book that the inside of the guide waiting for you to snap this but latter it will zap you with the secret the item inside. Reading this book adjacent to it was fantastic author who write the book in such amazing way makes the content inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of positive aspects than the other book possess such as help improving your ability and your critical thinking means. So , still want to hesitate having that book? If I ended up you I will go to the guide store hurriedly.

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