



## Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution

By Dean Takahashi

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In *Opening the Xbox*, award-winning journalist and gaming-industry expert Dean Takahashi guides you deep into the amazing story of this much-anticipated game console. Through exclusive interviews with top executives at Microsoft, exhaustive research, and a penetrating investigation, he unveils the tumultuous story behind the development of the project and how it could change the entertainment industry forever. Inside, you'll discover that what started as Project Midway, spearheaded by Jonathan "Seamus" Blackley and three of his renegade cohorts, turned into Xbox—a multibillion-dollar enterprise that became Microsoft's largest internal startup ever and a personal pet project of Bill Gates. The colorful infighting, the cutthroat tactics used to lure partners, and the race to vanquish bitter rivals Sony and Nintendo are all laid bare in this unvarnished, high-tech drama. It's a story like no other, full of heroes and villains, plot twists and intrigue—all before the backdrop of Microsoft's grand ambition to move from the office into the living room.

If you're like the millions of gamers, investors, and business spectators who anxiously anticipated the Xbox, then you don't want to miss the explosive, exclusive, behind-the-scenes story in *Opening the Xbox*.

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### Editorial Review

#### Review

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#### From the Inside Flap

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From the Back Cover

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## **Users Review**

### **From reader reviews:**

#### **Stan Whitley:**

Book is to be different per grade. Book for children until adult are different content. To be sure that book is very important normally. The book *Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution* had been making you to know about other information and of course you can take more information. It is rather advantages for you. The reserve *Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution* is not only giving you more new information but also to become your friend when you sense bored. You can spend your spend time to read your guide. Try to make relationship with all the book *Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution*. You never really feel lose out for everything when you read some books.

#### **Rosemarie Pickett:**

Is it an individual who having spare time then spend it whole day through watching television programs or just resting on the bed? Do you need something totally new? This *Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution* can be the solution, oh how comes? A fresh book you know. You are thus out of date, spending your free time by reading in this new era is common not a geek activity. So what these books have than the others?

#### **Shanon Stephens:**

As we know that book is vital thing to add our knowledge for everything. By a publication we can know everything we would like. A book is a range of written, printed, illustrated or perhaps blank sheet. Every year was exactly added. This guide *Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution* was filled in relation to science. Spend your extra time to add your knowledge about your technology competence. Some people has distinct feel when they reading the book. If you know how big benefit from a book, you can truly feel enjoy to read a book. In the modern era like currently, many ways to get book that you simply wanted.

#### **Walter Harman:**

That publication can make you to feel relax. This particular book *Opening the Xbox: Inside Microsoft's Plan*

to Unleash an Entertainment Revolution was bright colored and of course has pictures around. As we know that book Opening the Xbox: Inside Microsoft's Plan to Unleash an Entertainment Revolution has many kinds or style. Start from kids until teens. For example Naruto or Detective Conan you can read and think you are the character on there. Therefore not at all of book are usually make you bored, any it offers you feel happy, fun and relax. Try to choose the best book for you personally and try to like reading this.

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