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Lucky That Way

By Brad Fregger

Groundbreaking Press. Paperback. Book Condition: New. Paperback. 242 pages. Dimensions: 8.5in. x 5.5in. x 0.7in. Ever wonder how computer games get developed? How computer solitaire was born? How things get done in the consumer software industry? Lucky That Way by Brad Fregger is a rare, inside look at the stories behind the creation of some of the most successful computer games in the world. It's a book about seizing the moment; about coincidence, serendipity and miracles. It's about people, their initial failures and their ultimate successes. Companies may fail and products may fail, but the individuals these stories are about ultimately find their personal truths and go on to succeed in the best possible way, as effective, confident, contributing human beings. It's also about creativity, about how the human spirit given a respite from the drudgery of finding food and shelter, will find a way to create. If our creations are seen and appreciated by a few others, we receive a great blessing. If they're seen and appreciated by millions, we receive a bonus that is almost beyond belief. Lucky That Way speaks directly to the fast pace and ever-changing environment of modern American business. Brad's easy to read, conversational...



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