

## Guinness World Records 2018 Videogiochi

This special edition of the famous 'Guinness Book of Records' is an ultimate guide to the greatest computer and video game facts and feats.

The Guinness World Records Gamer's Edition 2019 is the global authority on all things videogames. The 12th edition of the world's best-selling videogames annual is bursting with amazing records, remarkable feats and marvellous achievements by gamers just like you, who have been inspired by the games they love to play. Inside you'll be able to delve into your favourite games like never before – from returning favourites such as FIFA, Overwatch, Call of Duty, Minecraft, Super Mario and The Legend of Zelda, to all-new instant classics such as Monster Hunter: World, Dragon Ball FighterZ, NieR: Automata and Cuphead. You'll be able to discover who the best FIFA 18 player in the world is, the size of the biggest monster in Monster Hunter: World (clue: it's really, really big), which Overwatch player has healed more players than any other and find out which eSports pro won more than \$2.4 million in 2017 alone! We'll also introduce you to some of the most amazing gamers on the planet. From Nathaniel "Nathie" de Jong, the world's most popular VR-dedicated YouTuber, to Ray "Stallion83" Cox who has the world's highest Xbox Gamerscore. And that's not forgetting

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Joseph Garrett, Stampy Cat himself, who holds one of Minecraft's strangest records ever – let's just say cake is involved... Stampy Cat has also provided a special guest intro that you'll only find in Gamer's Edition 2019. Talk of Stampy Cat brings us speedily to our World Builders special chapter – a well-constructed celebration of the games that let us build, including Minecraft, LEGO® Worlds, Roblox, Terraria and more. You'll have the chance to don your hard hat, too, by taking part in our Reader Challenges that could put your name in lights in next year's Gamer's Edition. So, whether you want to know what the fastest time to complete Dark Souls is (while upside down), see the planet's biggest Game & Watch or find out which nation is the best at Pokémon, you've come to the right place!

With over five million copies sold, this is the ultimate annual for every gaming fan! Teeming with outstanding records, amazing stats and jaw-dropping trivia from your favourite games, Guinness World Records Gamer's Edition 2018 is the most exciting and action-packed yet. Get all the creature-catching highlights with the trailblazing smash that is Pokmon GO, join the most successful stars from the fast-growing spectator sport of pro-gaming, and meet the biggest YouTube celebrities - including the mighty Minecrafter DanTDM and the iconic iHasCupquake. **NEW NAMES, NEW GAMES** We have awesome new

photography, exclusive interviews and spectacular chapters devoted to science fiction, fantasy and sports. Let your eyes be dazzled by the colourful shoot-outs of Overwatch, venture into the fantastical realms of The Last Guardian and celebrate the triumphant return of The Legend of Zelda. Gasp in awe at our line-up of the largest videogame characters ever created, and visit the site of the world's longest-running games tournament. FROM CYBORGS TO SUPERHEROES This year's edition is brimming with incredible insights and fascinating stories in our special features - see for yourself as you step into a futuristic world of transhumanist gaming to marvel at cyborg arms and the latest Virtual Reality innovations. And, as the first superhero game turns 40 years old (take a bow Superman), we deliver a thrilling special section devoted to costumed crime-busting, from the brooding battles of the Batman Arkham series to the blocky adventures of LEGO Marvel Avengers, to the online universes of Marvel Heroes and DC Universe Online. Whether it's Super Mario, Skylanders or Spider-Man, you'll find it all here!

This collection of essays is devoted to the philosophical examination of the aesthetics of videogames. Videogames represent one of the most significant developments in the modern popular arts, and it is a topic that is attracting much attention among philosophers of art and aestheticians. As a burgeoning medium

of artistic expression, videogames raise entirely new aesthetic concerns, particularly concerning their ontology, interactivity, and aesthetic value. The essays in this volume address a number of pressing theoretical issues related to these areas, including but not limited to: the nature of performance and identity in videogames; their status as an interactive form of art; the ethical problems raised by violence in videogames; and the representation of women in videogames and the gaming community. *The Aesthetics of Videogames* is an important contribution to analytic aesthetics that deals with an important and growing art form.

A full-colour hardcover companion tome that offers a look behind the scenes as the iconic online fantasy RPG celebrates its 20th birthday! In 2001, RuneScape transformed the world of MMORPGs with a magical world that was free-to-play in your browser. Assuming any number of fantasy roles, players carved their own adventures in a fantasy land filled with vibrant characters, daring adventure and mystery. In an industry where success can often be short lived, RuneScape has defied the odds by not just surviving, but thriving over an incredible two decades. Now you can get an insider's look at the tremendous talent and enormous effort that went into creating the land of Gielinor and the magical races who inhabit it. Jagex and Dark Horse present a guide to the history of the RuneScape franchise,

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exploring the detailed tapestry of RuneScape and Old School RuneScape through exciting and exclusive art and behind the scenes interviews!

The ultimate Guinness Book of Records for gamers - now in its third edition Pick up the completely updated Guinness Book of Records, Gamer's Edition 2010 and learn all about amazing computer and video-game record breakers from around the world. You'll find out the highest scores, biggest tournaments, largest cash prizes and most successful games ever. Packed with thousands of high scores and records, a round-up of key events of the video-gaming year - including reviews of new releases, new consoles and the major tournaments - along with detailed game strategies, interviews with professionals, tips and cheats to improve your play, league tables, bizarre facts and incredible video game trivia!

The ultimate Guinness World Records book for gamers - now in its fourth edition Pick up the completely updated Guinness World Records, Gamer's Edition 2011 and learn all about amazing computer and video-game record breakers from around the world. You'll find out the highest scores, biggest tournaments, largest cash prizes and most successful games ever. Packed with thousands of high scores and records, a round-up of key events of the video-gaming year - including reviews of new releases, new consoles and the major tournaments - along with detailed game strategies, interviews with professionals, tips and

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cheats to improve your play, league tables, bizarre facts and incredible video game trivia!

Discover thousands of new and classic records in 'Guinness World Records 2014.' Encounter the most venomous creatures on Earth, go for a ride on the world's largest pogo stick and meet the largest walking robot.

This book deeply explores production-capable social media channels, based on thousands of hours of observation and extensive collection of statistical data, extracting hypotheses that may generalize to the real-world distributed manufacturing of the near future. Distributed manufacturing offers the promise of bringing jobs back to local communities, producing goods that are personalized or harmonize with distinctive cultures, and thereby reversing significant aspects of the globalization that has dominated in recent years. Large corporations may still have important roles to play, but in collaboration with local workshops, providing machinery, software, databases of designs, and communication media suitable for a diverse and dynamic workforce. For years, a set of computer simulation laboratories has flourished, in which millions of people have used virtual machines to produce a great variety of products: massively multiplayer online role-playing games. Their systems are highly diverse, complex, and provide information capable of serious social science analysis. This book deeply

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explores 30 of these production-capable social media, based on thousands of hours of observation and extensive collection of statistical data, extracting hypotheses that may generalize to the real-world distributed manufacturing of the near future. This book begins with an overview of this universe of online virtual worlds then demonstrates the principles of virtual manufacturing, modes of work-related communication, socio-economic structures and dynamics, and the function of artificial intelligence in these human-technology systems. It concludes with consideration of the large-scale technical and cultural variation illustrated both by individual examples and by the rather large industry in which they have long been successful.

All aboard Guinness World Records 2021 for a life-changing journey of discovery! This year, we're devoting a chapter to the history of exploration, starting with the story of the very first circumnavigation, along with our "History of Adventure" timeline, featuring a host of remarkable achievements. The fully revised and updated best-seller is packed with thousands of incredible new feats across the widest spectrum of topics, providing a whistle-stop tour of our superlative universe. Our ever-expanding pool of international consultants and experts help us make sense of the world around us and the cosmos beyond. So join us as we embark on a voyage through the vast panorama of record-breaking

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in 12 fact-packed chapters: · Travel through the Solar System and see the planets come to life with a free Augmented Reality feature · Encounter the cutest, weirdest, most dangerous and exotic creatures on our home planet · Meet the world's tallest, shortest, hairiest and heaviest humans · Marvel at the latest high scores, speed runs, and players at the top of their game in eSports and beyond · Get the lowdown on the world's most successful and prolific actors, musicians, TV stars and influencers We've also selected the best of the newly approved claims from the 50,000 applications received from the public over the past 12 months. But don't just be a tourist: try some of our specially created try-at-home challenges that could see YOU listed in the world-famous book of records. If you want to be one of those lucky few, check out our Against the Clock chapter--we might even see you in next year's edition! Finally, be inspired by the latest inductees to the Guinness World Records Hall of Fame, including the real-life Captain Nemo who's traveled to the deepest point in every ocean, the fearless campaigner for human rights who risked her life to make the world a better place, and the teenage millionaire who made his fortune playing Fortnite. It's a big world out there! Let Guinness World Records 2021 be your guide!

Learn all about the hottest games coming in 2020, how they were developed, and how to beat them in Scholastic's annual gaming guide!

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When a remote mountain community is suddenly beset by a rash of grisly murders, the Special Tactics and Rescue Squad--a paramilitary unit--is dispatched to investigate

Includes new and updated records with never-before-seen photography--from the new shortest living man and a slam-dunking parrot to the fiercest predators in the ocean.

Lists records, superlatives, and unusual facts about computer and video games, and includes interviews with champion gamers, tips on play, and profiles of the best-selling games.

The world's most popular record book is back with thousands of new categories and newly broken records, covering everything from outer space to sporting greats via Instagram, fidget spinners and all manner of human marvels. Inside you'll find hundreds of never-before-seen photographs and countless facts, figures, stats and trivia waiting for you on every action-packed page. Guinness World Records 2019 is the ultimate snapshot of our world today. Plus, this year we celebrate the incredible "Maker" movement with a special feature devoted to the inventors, dreamers, crafters and creators who devote their lives to amazing record-breaking projects such as the largest water pistol, a jet-powered go-kart and an elephant-sized hamburger (think you could eat a whole one!?). We take a

sneak peek into their workshops to explore these epically big builds, and ask them what inspires them to go really, really large! And if you like creating, and you like LEGO®, then you'll love our "Making History" pages that use the world's most famous interlocking plastic bricks to illustrate and explain an important record-breaking object – such as the Statue of Liberty or the Apollo mission's Saturn V rocket. We examine their designs, structure and technical specifications in fully illustrated and colorful, poster-style pages. Finally, you can jump into both the making and record-breaking action with a "Do Try This At Home" section. Challenge yourself and your family with five fun record-breaking maker-inspired records you can attempt involving origami, balloon sculptures, ring pulls and rubber bands. Who knows, your creation might just make it into the record books!

The record-breaking records annual is back and packed with more incredible accomplishments, stunts, cutting-edge science and amazing sporting achievements than ever before. With more than 3,000 new and updated records and 1,000 eye-popping photos, it has thousands of new stats and facts and dazzling new features. There is so much to explore inside. Go on a whirlwind tour of the planet's most amazing places, from the largest swamps to the deepest points on Earth. Find out what happens when you give an octopus a Rubik's

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Cube, and why all you need to defend yourself from a crocodile is a rubber band! You'll also find all your favorite records and categories such as Big Stuff, Collections, Mass Participation and Fun with Food, plus the year's most significant sporting achievements. Our editors have also taken inspiration this year from the world of superheroes – both fictional and real-world – so look out for our feature chapter charting your favorite caped crusaders in comic books, TV shows and movies. We also meet the real-life record-breakers with genuine superpowers, such as the Canadian strongman vicar who can pull a jumbo jet and an actual cyborg who uses technology to augment his senses. You'll also learn all about the science of superheroes, such as who the fastest and strongest superheroes would be if they came to life, and who would win in a royal rumble between Superman, Batman, Hulk and Dr Strange! Also new this year is a celebration of the superlative with infographic poster pages that explore the most exciting absolutes, such as the longest, tallest, fastest and heaviest. Does the longest sofa outstretch the longest train? Is the tallest Easter egg bigger than the tallest snowman? Find out in this amazing new edition. You'll also find these special pages available as free poster downloads at [guinnessworldrecords.com](http://guinnessworldrecords.com)! From science to showbiz via stunts and sports, there are real-life heroes all around us in all shapes and sizes, achieving the extraordinary every day.

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There's only one book where you'll find so many amazing facts all in one place, and that's Guinness World Records 2018!

Selected works from Hasegawa Machiko's "Sazae san" with English translations.

It's time to celebrate the 10th anniversary of the Guinness World Records: Gamer's Edition! With over four million copies sold, this is the ultimate annual for every gaming fan. It's bursting with the latest facts and stats on your favorite games from the futuristic soccer action of Rocket League to the psychedelic paint battles of Splatoon. And as Star Wars mania explodes once again, we explore everything Jedi in a special feature section. Plus, you'll get a sneak peek at all-new games from the ever-evolving gaming universe! Get an inside look at the indie game scene, the big-money world of eSports, and a celebration of 25 years of Mario Kart. There's everything from space shooters such as Destiny, to RPGs such as Fallout 4, to the hit sport series FIFA and Madden. We've got sims, strategy games, and horror titles, and we also take a look at the toys-to-life phenomenon. From League of Legends to The Legend of Zelda, it's all here in the 2017 edition of Guinness World Records: Gamer's Edition!

Roll out the red carpet for Guinness World Records 2017: BLOCKBUSTERS! It's virtually exploding with the latest pop-culture records, stellar pictures, behind-the-scenes news, and definitive top 10s. Look right here to find the most-loved movie and TV stars, viral vloggers, chart-topping music, toys, books, attractions, and much, much more. It's so on trend it deserves the "fist-bump" emoji. But don't just take our word for what's hot; in our exclusive Q&As, hear what it's like to be Rey's stunt double in Star Wars, who inspires Wimpy Kid writer, Jeff Kinney, and how YouTube stars Dude Perfect would win the Hunger Games if given

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the chance. You'll also meet the people lucky enough to build LEGO® for a living – jealous much? And if all that isn't enough, try exclusive GWR challenges to see if you can set a blockbuster-inspired record in your very own home! So whether you're a fan of Pixar, Spotify, WWE, Pokémon, selfies, eSports, or anything else that rocks the entertainment world, this is for you!

Imagine if you could see the playbook that returned a struggling tech empire to the top of the tech leaderboard. The Microsoft Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled the tech company to once again become a leading tech innovator. It wasn't so long ago that Microsoft and its Windows operating system dominated the tech industry so much so that they faced antitrust charges for what was perceived by many to be predatory, monopolistic practices. Less than a decade later, the tide had turned and Microsoft lost its dominance in the personal tech marketplace amidst the launch of the iPhone, the rise of Google, and the cloud computing phenomenon. But, now, Microsoft is back on top. The company's value is soaring and once again Microsoft is being recognized as a tech leader once again. What changed? Since Satya Nadella took over as CEO, the company has gone through significant changes. The company culture has become one of creativity and innovation, no longer requiring that all products revolve around Windows. The company has reevaluated their business lines, getting rid of underperforming initiatives such as smartphones, and focused on the area of growth where the company excelled: the cloud. Through the story of Microsoft, you'll learn: How to build a nimble company culture that supports innovation and growth. How to return a forgotten brand to the spotlight. How to recognize and build upon successful business lines, while letting go of

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underperforming initiatives. When to change the entire way you do business. And much, much more.

Examining a wide range of Japanese videogames, including arcade fighting games, PC-based strategy games and console JRPGs, this book assesses their cultural significance and shows how gameplay and context can be analyzed together to understand videogames as a dynamic mode of artistic expression. Well-known titles such as Final Fantasy, Metal Gear Solid, Street Fighter and Katamari Damacy are evaluated in detail, showing how ideology and critique are conveyed through game narrative and character design as well as user interface, cabinet art, and peripherals. This book also considers how 'Japan' has been packaged for domestic and overseas consumers, and how Japanese designers have used the medium to express ideas about home and nation, nuclear energy, war and historical memory, social breakdown and bioethics. Placing each title in its historical context, Hutchinson ultimately shows that videogames are a relatively recent but significant site where cultural identity is played out in modern Japan. Comparing Japanese videogames with their American counterparts, as well as other media forms, such as film, manga and anime, *Japanese Culture Through Videogames* will be useful to students and scholars of Japanese culture and society, as well as Game Studies, Media Studies and Japanese Studies more generally.

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* "One of the most mesmerizing and important books I've read in quite some time. *Alter* brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam

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Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

This edition is revised to include the 1.8 update. You're alone, in a mysterious new world, full of hidden dangers. You have only minutes to find food and shelter before darkness falls and the monsters come looking for you. What do you do? The updated *Minecraft Beginner's Handbook* might just save your life. Learn how to find resources, make a shelter, craft tools, armour and

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weapons, and protect yourself from monsters. With tips from Minecraft experts, as well as developer Jeb and creator Notch himself, it's the definitive guide to surviving your first few days in Minecraft.

Through games such as Minecraft, The Simpsons: Tapped Out and Clash Of Clans, an increasing number of teenagers are getting their gaming kicks from smart devices rather than consoles. With so many mobile games out there, how will they know which game

Today, individuals and societies of the digital age are no longer constrained by conventional contexts, narratives, settings, and status; they are surrounded and guided by digital tools and applications leading to a digital revolution. That digital revolution changed the individual along with living styles and cultural and social relations among people. Moreover, these revolutionary changes and the increasing capabilities of smart devices have brought today's people a new kind of public sphere with questionable freedoms but also restraints in its digital dimensions. Now, it is possible to talk about the digital dimension and equivalence of all the concepts that are both individually and socially constructed in a new digital world. The Handbook of Research on Digital Citizenship and Management During Crises covers many different components engaged with digital world responsibilities. The authors assess the position, status, and reactions of the new citizen against future catastrophes. Covering topics such as epistemic divide, internet addiction, and new media technologies, this text serves as a cutting-edge resource for researchers, scholars, lawmakers, trainers, instructional designers, university libraries, professors, students, and academicians.

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What is video game culture? This volume avoids easy answers and deceitful single definitions. Instead, the collected essays included here navigate the messy and exciting waters of video games, of culture, and of the meeting of video games and culture. Lists records, superlatives, and unusual facts in the areas of fame, the natural world, exploration, technology, remarkable activities, the arts, amusements, and sports. Providing a witty, wide-screen look at how video games are becoming part of the cultural landscape, noted writers, artists, scholars, poets, and programmers talk about what gaming means to them and discuss its growing impact on fashion, fiction, film, and music.

Almost immediately after his first appearance in comic books in June 1938, Superman began to be adapted to other media. The subsequent decades have brought even more adaptations of the Man of Steel, his friends, family, and enemies in film, television, comic strip, radio, novels, video games, and even a musical. The rapid adaptation of the Man of Steel occurred before the character and storyworld were fully developed on the comic book page, allowing the adaptations an unprecedented level of freedom and adaptability. The essays in this collection provide specific insight into the practice of adapting Superman from comic books to other media and cultural contexts through a variety of methods, including social, economic, and political contexts. Authors touch on subjects such as the different international receptions to the characters, the evolution of both Clark Kent's character and Superman's powers, the importance of the radio, how

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the adaptations interact with issues such as racism and Cold War paranoia, and the role of fan fiction in the franchise. By applying a wide range of critical approaches to adaption and Superman, this collection offers new insights into our popular entertainment and our cultural history.

Cuba has fought three wars for independence, and still she is not free. This history in verse creates a lyrical portrait of Cuba.

From the global authority in record-breaking comes the 11th edition of the world's best-selling videogames annual. Packed with the latest records, coolest stars and the biggest games, the Guinness World Records Gamer's Edition is the go-to bible for every gaming fan. Just ask the five million readers who've made it an international sensation! Inside you'll find amazing stats, thrilling facts, inspirational tales, lightning-quick speed-runs and dazzling photos. Read about the records behind your favorite games including Mario, Overwatch, FIFA, WWE and Rocket League, plus recap on a year of crazy Pokémon GO stories. Go behind the scenes of the world's longest-running eSports organizer. Spook yourself silly with real-life videogame mysteries. Check out the fastest videogame completions. And gaze in envy at the world's largest Zelda and Tomb Raider collections! You'll also meet gaming heroes such as the world's oldest games YouTuber at 81, a man with a real-life cyborg arm that was inspired by Deus Ex, and the kingpin of eSports fighting games. But the videogame stars don't get much bigger than DanTDM, whose Minecraft channel has been

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watched nearly 10 billion times! So we're thrilled he's written a special intro just for the Guinness World Records Gamer's Edition. Speaking of heroes...grab your cape and turn to this year's special chapter featuring superhero games. It's hard to believe it's been nearly 40 years since Superman first exploded onto our consoles! So, we're celebrating with your favorite costumed crime-battlers. From Spider-Man's web-crawling to Batman's gadgetry, they're just as powerful in pixels as they are in the movies. So, whether you want to know who scored the fastest goal in FIFA or achieved the fastest speed-run of Final Fantasy XV, or just want to see the world's biggest Game Boy, this is the book for you!

Now in its eighth edition, Guinness World Records Gamer's Edition is the ultimate guide to videogames. With all-new design and photography, the fresh-looking 2015 edition is packed full of news and views about the most up-to-date achievements and developments in gaming. It offers the most dazzling images from this year's top titles, along with fascinating facts, figures and features on the games and characters you love – from Minecraft to the world-beating Grand Theft Auto V, from thrilling new games to all-time classics. The latest edition includes gameplay tips and hints, interviews and features exploring gaming from different perspectives, and quotes from leading figures in the industry. Find out about the biggest-selling games, the highest scores, and the world's most amazing gamers. Read about the latest hardware developments in the battle of the eight-generation consoles, and explore the most exciting news stories

across all the major gaming genres.

A Boy Made of Blocks is a funny, heartwarming story of family and love inspired by the author's own experiences with his son, the perfect latest obsession for fans of The Rosie Project, David Nicholls and Jojo Moyes. A father who rediscovers love Alex loves his wife Jody, but has forgotten how to show it. He loves his son Sam, but doesn't understand him. He needs a reason to grab his future with both hands. A son who shows him how to live Meet eight-year-old Sam: beautiful, surprising - and different. To him the world is a frightening mystery. But as his imagination comes to life, his family will be changed . . . for good. "One of those wonderful books that makes you laugh and cry at the same time." Good Housekeeping "Funny, expertly plotted and written with enormous heart. Readers who enjoyed The Rosie Project will love A Boy Made of Blocks - I did." Graeme Simsion "Very funny, incredibly poignant and full of insight. Awesome." Jenny Colgan "A wonderful, warm, insightful novel about family, friendship and love." Daily Mail "A charming and timely tale of learning to connect in the digital age." Kirkus "This is an author who understands fatherhood and boyhood and everything in between. A truly beautiful book." Matthew Dicks, author of Memoirs of An Imaginary Friend "A Boy Made of Blocks will make you laugh and cry in equal measure; a book you won't soon forget." Brenda

Janowitz, author of *The Dinner Party*

The Guinness World Records Gamer's Edition is now in its fifth edition. The ultimate guide to videogames, *Gamer's 2012* is completely updated with amazing new records and the very best images from this year's top titles. There are also exciting news stories and fascinating nuggets of trivia detailing recent and upcoming developments in the world of gaming, along with Top 10 charts ranking the most impressive scores and achievements. Discover a dazzling array of essential facts and figures about record-breaking videogames and the highest-scoring players, along with fascinating quotes from the leading figures in the industry. There's also an entertaining taglines quiz that will test just how much you know about the games' stories and characters.

With his signature bullwhip and fedora, the rousing sounds of his orchestral anthem, and his eventful explorations into the arcana of world religions, Indiana Jones--archeologist, adventurer, and ophidiophobe--has become one of the most recognizable heroes of the big screen. Since his debut in the 1981 film *Raiders of the Lost Ark*, Indiana Jones has gone on to anchor several sequels, and a fifth film is currently in development. At the same time, the character has spilled out into multiple multimedia manifestations and has become a familiar icon within the collective cultural imagination. Despite the longevity and popularity of the Indiana

Jones franchise, however, it has rarely been the focus of sustained criticism. In *Excavating Indiana Jones*, a collection of international scholars analyzes Indiana Jones tales from a variety of perspectives, examining the films' representation of history, cultural politics, and identity, and also tracing the adaptation of the franchise into comic books, video games, and theme park attractions.

Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. *The Handbook of Research on the Impact of Fandom in Society and Consumerism* is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political

