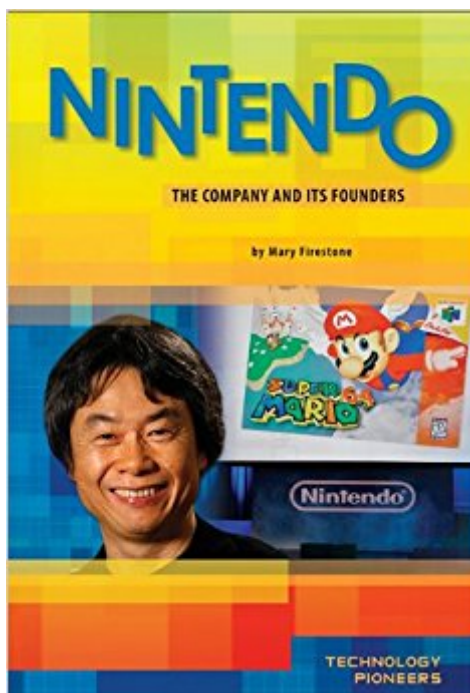


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Nintendo: The Company And Its Founders (Technology Pioneers)



Synopsis

This title examines the remarkable lives of Fusajiro Yamauchi and his grandson Hiroshi Yamauchi and their work building the groundbreaking company Nintendo. Readers will learn about the Yamauchis' backgrounds and education, as well as their early careers. Also covered is a look at how Nintendo operates, other key employees, and issues the company faces, such as developing new gaming software, facing competition, and expanding into global markets. Color photos, detailed maps, and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, web sites, a glossary, a bibliography, and an index. Technology Pioneers is a series in Essential Library, an imprint of ABDO Publishing Company.

Book Information

Series: Technology Pioneers

Library Binding: 112 pages

Publisher: Essential Library (January 1, 2011)

Language: English

ISBN-10: 1617148091

ISBN-13: 978-1617148095

Product Dimensions: 6.1 x 0.5 x 9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #2,354,620 in Books (See Top 100 in Books) #74 in [Books > Teens > Hobbies & Games > Games & Activities > Computer & Video Games](#) #169 in [Books > Teens > Biographies > Science & Technology](#) #229 in [Books > Teens > Education & Reference > Science & Technology > Computers](#)

Customer Reviews

It is very entertaining and educational.

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