



The Game Inventor's Handbook

Stephen Peek

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Monopoly, Scene it, Apples to Apples, Smart Ass, Trivial Pursuit, Pictionary, Cranium, Magic the Gathering are all games that made millions for their inventors. While today these popular games are marketed by well known toy companies, none of them originated in an established company. Instead, they came from inventors who knew very little about the game business.

First published in 1985, The Game Inventors Handbook has sold over 100,000 copies.

Written by a credentialed, thirty year industry veteran, the expanded third edition takes readers step-by-step through every aspect of game publishing and marketing

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