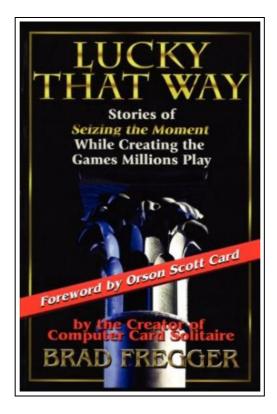
Lucky That Way



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LUCKY THAT WAY



Groundbreaking Press. Paperback. Book Condition: New. Paperback. 242 pages. Dimensions: 8.5in. 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. Its a book about seizing the moment; about coincidence, serendipity and miracles. Its about people, their initial failures and their ultimate successes. Companies may fall 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. Its 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 theyre 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. Brads easy to read, conversational style, plus his humorous, sometimes unbelievable interludes add a flavor to the book that puts it into the same category as Surely You Must be Joking, Mr. Feynman and other successful life story books that have been well received by the reading public over the years. This deeply personal memoir deals with some of the more interesting times Brad experienced while creating the training organization at Atari during the time the company went from 300 million to two billion in annual sales. Then he shares how it all ended, how the fastest growing company in history crashed and brought the...



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