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"Phillips' s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story." —David Gale, Executive Vice President, MTV Cross Media

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A Creator's Guide to Transmedia Storytelling: How to

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"A Creator's Guide" does a good job describing the basics of stretching or dividing storytelling between two or more medias. It also covers the business aspects of this market. There are plenty of examples mentioned, but without I approached this book as a person with little knowledge or experience in transmedia content.

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A Creator's Guide to Transmedia Storytelling
(Hardcover) How to Captivate and Engage Audiences
Across Multiple Platforms. By Andrea Phillips. McGraw-
Hill Education, 9780071791526, 272pp. Publication
Date: June 21, 2012

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A Creator ' s Guide to Transmedia Storytelling owes much to Dave Szulborski ' s own treatise on the art of transmedia creation, *This Is Not A Game: A Guide to Alternate Reality Gaming*, one of the first practical handbooks on transmedia storytelling. Building upon Szulborski ' s foundation in codifying best practices, Phillips ' book takes a deeper tactical dive, seeking to span the creative and skill-based gap between advertisers, storytellers, and game developers.

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Over...

Andrea Phillips is a transmedia writer and game designer who has worked on award-winning projects for clients such as HBO, Sony Pictures, and Channel 4 Education, plus original projects like Perplex City, Thomas Dolby's Floating City, and the nonprofit human rights game America 2049. Her indie work includes Balance of Powers and the forthcoming Felicity.

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ARGs on Your Bookshelf: New Book Explores Transmedia ...

This is the niche that Phillips ' new book, A Creator ' s Guide to Transmedia Storytelling, hopes to fill, opening up a practical discussion of best practices for the industry. A Creator ' s Guide to Transmedia Storytelling is guaranteed to stand out on your bookshelf; and not just because the book ' s extra-wide pages will dwarf your standard paperback and hardcover books.

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A Creator's Guide to Transmedia Storytelling : How to
Captivate and Engage Audiences Across Multiple
Platforms by Andrea Phillips (2012, Hardcover) The
lowest-priced brand-new, unused, unopened,
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“ Transmedia storytelling is a bold and exciting new
arena for creativity and innovation.... Andrea Phillips
provides a compelling, thoughtful, and clear guide to a
next generation of creators in this medium. She

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demystifies the process and proves that you, too, can
push the envelope and be part of the future of
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