

Opening the Xbox

In *Opening the Xbox*, award-winning journalist and gaming-industry expert Dean Takahashi guides you deep into the amazing story of this much-anticipated game console. Through exclusive interview with top executive at Microsoft, exhaustive research, and a penetrating investigation, he unveils the tumultuous story behind the development of the project and how it could change the entertainment industry forever. Inside, you'll discover that what started as Project Midway, spearheaded by Jonathan "Seamus" Blackley and three of his renegade cohorts, turned into Xbox—a multibillion-dollar enterprise that became Microsoft's largest internal startup ever and a personal pet project of Bill Gates. The colorful infighting, the cutthroat tactics used to lure partners, and the race to vanquish bitter rivals Sony and Nintendo are all laid.

