



# The Race For A New Game Machine

*David Shippy, Mickie Phipps*

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The Xbox 360 and PlayStation 3 game systems have changed the face of home entertainment. But few know the amazing story inside the consoles--how David Shippy and his team of engineers at the Sony/Toshiba/IBM Design Center (STI) forged the tiny miracle at the core of it all: a revolutionary microprocessor chip that set a new paradigm in personal computing. At stake were the livelihoods--and sanity--of an unsung group of tireless visionaries. At war were the giants Microsoft and Sony.

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Here is a dazzling, behind-the-scenes account of life in the tech world, featuring memorable characters, high-level corporate intrigue, and cutthroat business dealings. It's a story that's never been told--until now.

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"The story of the whole effort to build the Cell."--*The Wall Street Journal*

"A riveting book. . .If you haven't read *The Race for a New Game Machine* because you're afraid it'll be a dry walkthrough of circuit design and inside baseball, put that out of your mind. It's rare to get the firsthand behind-the-scenes story of something like this, and it provides a valuable new perspective on the console wars. Put this on the gaming-book shelf that I know you have." --Wired Magazine

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