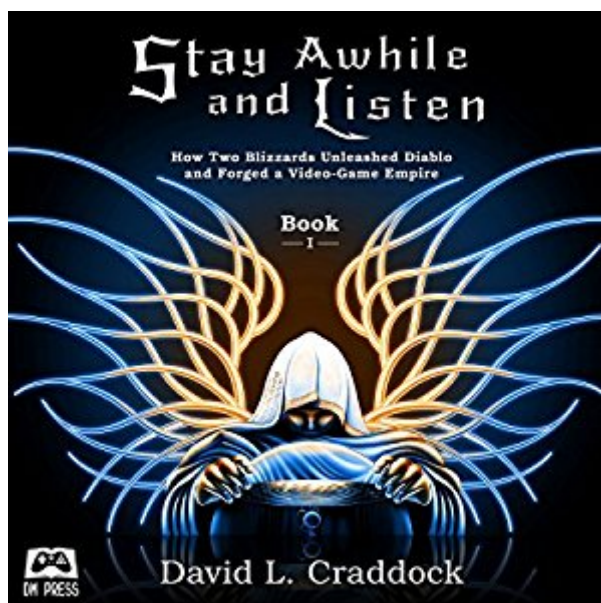


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# Stay Awhile And Listen: How Two Blizzards Unleashed Diablo And Forged A Video-Game Empire, Book 1



## Synopsis

Two companies. Two opposing cultures. One multi-billion-dollar video game empire. *Stay Awhile and Listen: How Two Blizzards Unleashed Diablo and Forged a Video Game Empire* invites listeners to discover the origin of Blizzard North, a studio built by gamers, for gamers, and Blizzard Entertainment, a convergence of designers driven to rule their industry. Composed from exhaustive research and hundreds of personal interviews, the *Stay Awhile and Listen* series divulges the fated meeting that brought the two Blizzards together, the clashes that tore them apart, and their transformation from grassroots democracy to corporate empire. At the center of it all - Diablo, a hack-and-slash adventure through the darkest recesses of Hell that changed online gaming forever.

## Book Information

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## Customer Reviews

David L. Craddock has pieced together a fascinating narrative from first-hand sources. Even with my own game development experience, I found that *Stay Awhile and Listen* provided a unique insight into the development process used in past eras, and the book still has some valuable lessons for us today. It shows that there was a potent mixture of talent, opportunity, and personality that drove the meteoric rise of Blizzard Entertainment from its earliest days. I can't wait for the next installment.

*Stay Awhile and Listen: How Two Blizzards Unleashed Diablo and Forged a Video-Game Empire* - Book I You don't have to be a Diablo fan to get a lot out of this book. *Stay Awhile and Listen* takes you inside the game development world, and leaves you with a really solid understanding of how

much craziness happens between having an idea and shipping a game. Probably 50% of the text are direct quotes from more than a dozen of the folks who made Diablo happen, but Craddock weaves these quotes together in a way that manages to be really informative without ever being dry. Creating an adventure game is an adventure in itself, and this feels like an adventure story. If you are considering a career as a game developer, read this book first. It is both an inspirational and a cautionary tale.

Stay Awhile and Listen is one of the best reads I've had in so many years. David Craddock goes into such extreme detail on what may seem like trivial things - but to fans of Blizzard North, these things matter. Preserving and being able to have insight into the development of Diablo is something special. I highly recommend this to not only fans of Blizzard, but also anyone who wants to one day make video games. It provides invaluable knowledge on the ups, downs, in and outs of how things can and will go wrong - whether it be code or unhappy employees.

If you are an avid gamer having been raised on video games from birth or an old timer who remembers their first moments playing Pong this book is for you. Mr. Craddock weaves an amazing factual account of three young men who started with nothing but a dream and created a multi million dollar video game empire. You Diablo fans out there will definitely enjoy the real story behind the game and for those who have not played Diablo perhaps its time to give it a try. This is a must read for anyone who wants insight on the birth of Diablo and the video game industry from its beginnings. Well-done Mr. Craddock.

I am in geek-out heaven reading this account of Blizzard's earliest days. This is an easy and fun read, and highly interesting even if one doesn't know the games involved first-hand. I, for one, have never bothered with Diablo and these are among the more interesting Chapters I've consumed so far. One needn't even be a gamer to enjoy this volume, I think. Despite the gaming-specific details, the tome also functions as a kind of guide-to-startups and all of the pain, passion and personal sacrifice involved with authoring one's own company. Also quite fascinating is just how blindly and coincidentally these developers stumbled upon their chosen solutions to traditional in-game problems. Things a WoW or a Diablo player takes for granted (e.g. how each game handles the concept of "death") were problems first encountered by the original players of the game: the Developers themselves! Here's hoping there won't be TOO much of a delay before Book II is released, this is a very fun read and one highly recommended for anyone with even a passing

interest in video games.

I thoroughly enjoyed reading "Stay Awhile and Listen". These kind of books have an irresistible charm to me as a child of the 80's. My teen years were spent playing Diablo, Starcraft, X-com Apocalypse, Baldurs Gate, Fallout, Quake 2 and all the other masterpieces of the late 90's. It was a wonderful period of LAN parties, deathmatches and RPG adventuring. Gaming has never quite reached the same heights for me but I blame that on nostalgia rather than any lack of quality in newer games. I am thrilled that books like Stay Awhile are popping up, the history of gaming and game development is certainly a story worth telling and Craddock tells the story of the Blizzards in an excellent way. I am greatly looking forward to part 2. This book deserves as much praise as Kushners amazing "Masters of Dom"

As a fan of Blizzard during my childhood and a fan of development/project post-mortem, this was a terrific read. I would put this alongside Console Wars and Masters of Doom as well written, thorough documenting of the trials of a development upstart. Anxiously awaiting Book 2.

As a senior citizen I have had no experience with computer games. The responsibilities of life were just too demanding. Since reading the book it's apparent that I've missed a challenge. David's careful presentation of the steps included in the development of Diablo along with the comments of the writers expanded my understanding. How difficult- what long hours- the 'new' ideas- the numerous artists- the different computer languages- all expanded my understanding of an experience (playing Diablo) that is missing from my life. It opened a new world for me. People who play computer games likely have no real knowledge of how the game/s originated. This book will open eyes to the process.

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