

Title: Super Mario: how Nintendo conquered America

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A mustached overall wearing plumber named Mario started off existence conquering an angry ape named Donkey Kong, and eventually conquered the video game markets of America. In Super Mario: How Nintendo Conquered America you will see how Nintendo America president Mino Arakawa turned a new game by artist Shigeru Miyamoto and a bunch of dud video arcade machines into a hit game and saved his company. Nintendo (with Mario's help) went on to conquer the video game industry. Outlasting, and eventually acquiring, rival company Sega. You will also learn how legal challenges were faced and won, how knock offs and hacks made Mario even more popular, and how after starring in over 200 game titles the plump little plumber is still jumping, karting, and flying his way around the world generating untold millions for his company Nintendo. Mario's long time villain Bowser could use this as a guide book to finally conquer the mushroom kingdom...so don't let him read it.