**About the book**

It has been ten years since the original *A Theory of Fun for Game Design* came out. It was a small book with a strange title, with cartoons on every other page. Part pop-science book, part philosophical tract, it was an oddity even then, when there were few books about games on the market.

Since then it has gone on to be one of the bestselling game design books of all time, hailed as “an instant classic” (Noah Falstein, Chief Game Designer, Google) and frequently compared to Scott McCloud’s *Understanding Comics*. Available in four languages, it is now a must-read in fields such as game studies, gamification, training, game development, and education, assigned in dozens of university programs across the world.

For the tenth anniversary, it is now available in a fully revised 10th anniversary edition, in full color. Among the major updates:

* Updated research on the latest in the scientific understanding of fun
* Full color illustrations throughout
* Expanded and revised text, including a new “Ten Years Later” afterword
* Brought up to date as regards the development of the games field since the original book
* A new vertical layout
* Endnotes linked throughout the text, for ease of reference

*A Theory of Fun for Game Design* is available now in a variety of ebook formats, and will be available in print on Dec 5th, 2013.

**O’Reilly:**  
 <http://shop.oreilly.com/product/0636920029236.do>

**Amazon:**

<http://www.amazon.com/gp/product/1449363210/ref=as_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1449363210&linkCode=as2&tag=atheoroffunfo-20>

**A Theory of Fun book website:**

<http://www.theoryoffun.com>

**The author’s website:**

<http://www.raphkoster.com>