

..... JON RADOFF

# Game On



Energize  
Your Business  
with Social Media  
Games



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with Social Media Games



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## **Game On: Energize Your Business with Social Media Games**

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*This book is dedicated to my parents,  
Steve and Anna Radoff,  
who always encouraged me to play.*







## ABOUT THE AUTHOR



Jon Radoff is an entrepreneur focused on the intersection of the Internet, entertainment, and social communities. In 1992, he started NovaLink, an online game publisher that created *Legends of Future Past*, distributed commercially on the CompuServe network. *Legends* became one of the first independent commercial game products on the Internet. In 1997, Jon founded Eprise, the creator of a content management system that was a forerunner of modern blog and wiki technology. At Eprise, Jon and several others established product strategy and recruited a management team that succeeded in taking Eprise into Fortune 500 customers, culminating in a public offering on NASDAQ in 2003. In 2006, Jon started GamerDNA, a venture-capital funded social media company that built products driven by real-time gamer behavior. GamerDNA's advertising product reached over 10 million unique users per month and counted top-tier game publishers including Blizzard/Activision, Electronic Arts, Namco, and Tribune amongst its customers. GamerDNA merged with another gaming media venture in 2009 to become GamerDNA Media.

Jon's new startup, Disruptor Beam, is a social game developer that is disrupting the current social game landscape by leveraging Jon's experience with software platforms, analytics and online communities. Disruptor Beam develops its own social game products, and also partners with publishers and media companies to bring new social game ideas to life.





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## ABOUT THE TECHNICAL EDITOR



than Kidhardt is a Technology Specialist living in sunny San Diego and has been a writer and reviewer for MMORPGs for over 10 years, working closely with developers and publishers to produce the strategy guides that you buy in the store. Ethan has written extensively for games such as *Dark Age of Camelot*, *Ashtera Online 2*, *Anarchy Online*, *Everquest 2*, *Lineage*, *Final Fantasy XI*, *Star Wars Galaxies*, *City of Heroes*, *The Matrix Online*, and *Guild Online*. Ethan met the author during one of his online forays, and in finding a kindred spirit, has worked and played together off and on ever since. Ethan brings a wealth of expertise in the areas of design, strategy and critical analysis. When not embedded in the world of technology, you can find him teaching Spanish, volunteering, and chasing Saba throughout San Diego.



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