

Bibliography

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This page is dedicated to the Atari 2600 as it was inducted into the National Toy Hall of Fame in 2009. As a source, it provides background information essential to understanding the basics of the Atari 2600 as the marker for a major cultural shift for video games as a play form.

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Lisy, Brandon, Justin Beach, Ted Dabney, Nolan Bushnell, Allan Alcorn, and production company Bloomberg LP. *The Great Disrupters. How Three Men and a Bar Launched the Video Game Industry*. New York, NY: Bloomberg, 2014.

This video shows how Nolan Bushnell, Ted Dabney, Allan Alcorn, and 500 dollars started the Atari company, birthing a cultural phenomenon. For its 85th anniversary, the three men sat down to tell the story of how their game *Pong* kick-started a new industry.

Loguidice, Bill, and Matt Barton. "Atari 2600 VCS (1977)." In *Vintage Game Consoles*, 1st ed., 39–53. Focal Press, 2014. <https://doi.org/10.4324/9780203728314-4>.

Modern Marvels: 80's Tech. New York, NY: A & E Television Networks, 2006.

Moretti, Myrna. "Keeping Up With Atari: Neoliberal Expectations in Early Electronics Advertising." *Tijdschrift Voor Mediageschiedenis* 26, no. 2 (2023): 1–22.

This text assesses early video game advertisements, with the central case study being on the Atari 2600, touching on the campaigns ability to appeal to capitalist social attitudes.

This is a peer reviewed source.

Newman, Michael Z. *Atari Age : The Emergence of Video Games in America*. Cambridge, MA: MIT Press, 2017.

This text examines the early stages of video game production including marketing, technical advancements, and discussions surrounding the growing industry. As this book goes through the emergence of fairly modern technological advancements, it will be an

effective analysis on the video game industry and its evolution through the decades. This text will be used to source antecedents as well as to track the progress of Atari as a company.