



# **Stay Awhile and Listen: How Two Blizzards Unleashed Diablo and Forged a Video-Game Empire, Book 1**

*David L. Craddock*

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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.

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