



Entertainment Engineering

John W. Wesner

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"Entertainment Engineering." You may ask, "what has Engineering to do with Entertainment, other than the design of roller coasters?" The reality is that engineering lies behind almost every type of entertainment, from the press that printed this book, through special effects in many movies, to the creation of "rides" based upon flight simulators and industrial robots. Entertainment has more influence on popular culture than almost anything you can name. In this book we begin in Part 1 by looking at the entertainment industry in general, with a focus on delighting the customers. We ask what is unique/special about the domain Entertainment, we look at the broad scope of Entertainment, and end by asking the reader to think about their own entertainment preferences. In Part 2 we examine exactly how the behind-the-scenes engineering contributes to many specific types of entertainment.

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