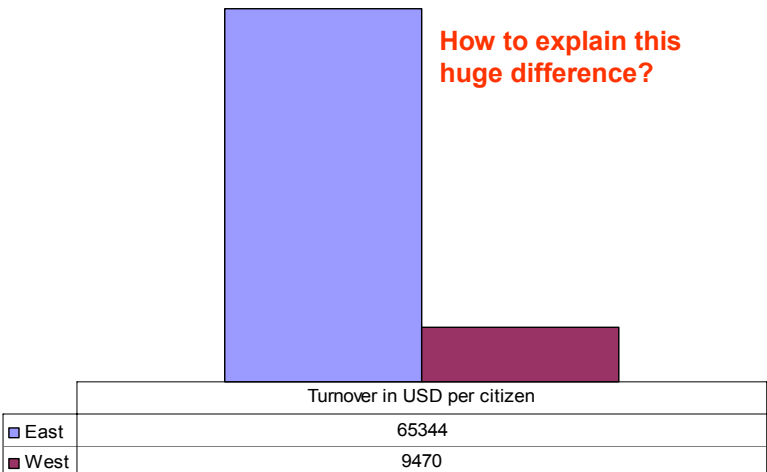
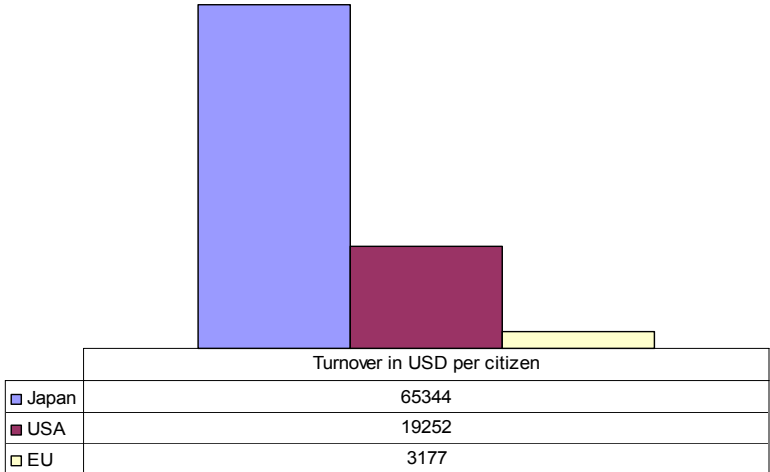
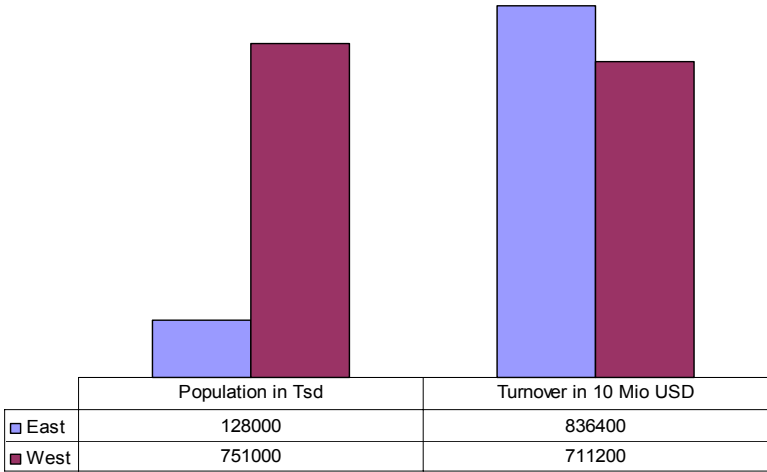
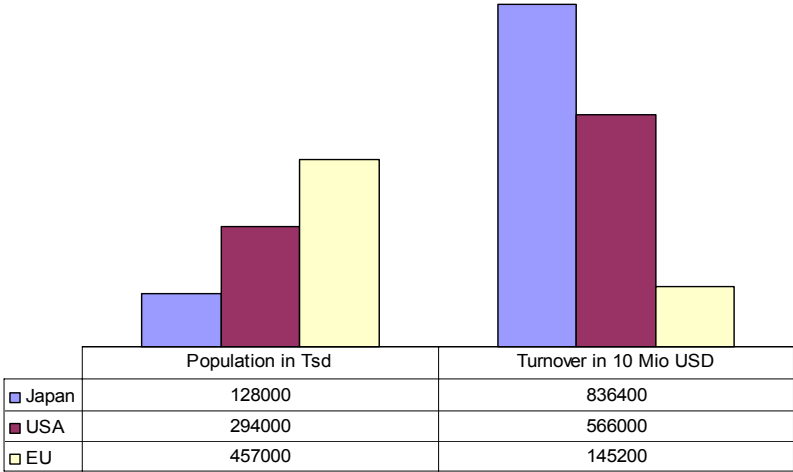


Enjoyment & Entertainment in East & West

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Turnover of TOP 20 game developer companies in 2002



[source: T. Pelkonen (2004) Mobile games. E-Content Report 3, European Union; based on Game Developer Magazine, Sept 2003]

Main Symbols of East/Buddhism and West/Christianity

East



West



0 1000 2000 year

Influential Inventions of East and West

East



Gunpowder (China) 800



West

Marco Polo (1254-1324)



battle of Cressy (North France) 1346



Hiroshima (Japan) 1945



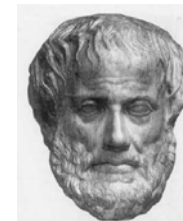
Work in the West - Enjoyment in the East

Enjoyment is grounded in Play

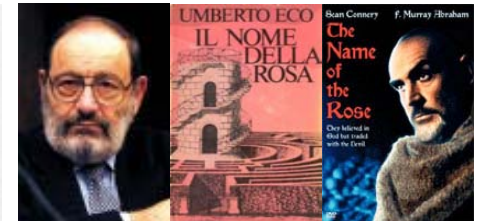


[Source: (1986) © Constantin Film, "The Name of the Rose" directed by Jean-Jacques Annaud; based on the book *Il Nome della Rosa* by Umberto Eco about the 2nd book of poetics by Aristoteles]

Play	Work
not paid	paid
enjoyable	exhausting
process oriented	product oriented
internalized	externalized
empowering	alienating



Aristoteles
(384-322 BC)



Umberto Eco: *Il Nome della Rosa* (1980)

“A monk should not laugh. Only the fool lifts up his voice in laughter” (Monk Jorge in the movie 'The Name of the Rose')



Three main conclusions can be drawn:

- (1) religion influences culture
 culture influences society
 society influences business
- (2) Eastern societies have a strategic advantage
- (3) Western societies suffer from aggression
 Eastern societies enjoy entertainment

Thank you for your attention.