



Stay Awhile and Listen: How Two Blizzards Unleashed Diablo and Forged a Video-Game Empire - Book I

By 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 - Book 1 invites readers 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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Editorial Review

Review

David Craddock's *Stay Awhile and Listen* masterfully retells the tale of the game development Camelot created by the founders of Blizzard Entertainment. **-Richard Garriott, creator of the *Ultima* series**

Stay Awhile and Listen tells how passion, maxed-out credit cards and sleepless nights spawned a gaming phenomenon and unearths the game design secrets that made *Diablo* an enduring classic. **-Tristan Donovan, author of *Replay: The History of Video Games***

A fascinating behind-the-scenes look at the storied history and development of *Diablo* and the early days of Blizzard Entertainment. **-Dr. Ray Muzyka, co-founder of BioWare**

Stay Awhile and Listen flows almost like a documentary film. During the narrative parts, it's easy to imagine a group of young developers hunched in front of faintly glowing screens. During the quotations, you can picture the older and wiser industry veterans sitting in front of a camera and explaining those early days with smiles on their faces. **-Slashdot.org**

Craddock takes his time introducing each person, and by the time he explains their contribution, I felt like I knew them as human beings, not as developers--what they were like as kids, where they came from, and what their aspirations were. **-Venture Beat**

Stay Awhile and Listen is a rare and intriguing look into the people and experiences behind some of my favorite video games of all time. **-Randy Pitchford, co-founder of Gearbox Software**

About the Author

David L. Craddock lives with his wife and business partner, Amie Kline-Craddock, in Canton, Ohio. He writes short and long fiction, nonfiction, and grocery lists. His young adult fantasy novel, *Heritage*, will be published by Tyche Books in summer 2014. Follow him at davidlcraddock.com, [facebook.com/davidlcraddock](https://www.facebook.com/davidlcraddock), and [@davidlcraddock](https://twitter.com/davidlcraddock) on Twitter.

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Malcolm Khan:

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