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H: 41° L: 27°, Mostly clear

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Book review: "Super Mario: How Nintendo Conquered America"

BY NICHOLAS TANKERSLEY ntankersley@pubco.com
Published: September 18, 2011

The name "Super Mario" is ubiquitous in video gaming culture. The name evokes the portly plumber from Brooklyn and his Sisyphean plight, and also conjures the company from which the tiny hero came: Nintendo .

In Jeff Ryan 's new book, "Super Mario: How Nintendo Conquered America" (Portfolio, \$15.85), the titular character is used as the vehicle to explore Nintendo's rise from a Japanese trading card c...



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