
Subject: An Interesting E-mail I just recieved from EA
Posted by [Nukelt15](#) on Tue, 07 Dec 2004 22:19:49 GMT

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EA's marketing strategy is to sell a game with good graphics, but slightly substandard or crappy gameplay, hope the players are fooled by the eye candy... then sell as many expansions as possible, with as little content as possible, for as much money as possible, for as long as possible. If it doesn't take, it doesn't get supported, expanded, or noticed, and ends up in the bargain bin inside of a month.
