

## **Wowgoldsafe.co.uk Analysis of the Virtual Currency Business and Its Own Development In 2011**

*The game world of Warcraft is a struggle for power and glory, it not only keeps the gamer engaged but also encourages the gamer to challenge his limits and strive for greatness*

December 21, 2011 (FPRC) -- The game world of Warcraft is a struggle for power and glory, it not only keeps the gamer engaged but also encourages the gamer to challenge his limits and strive for greatness, accumulating valuable virtual wow gold currency. With the right types of resources and gear, 'winning' or simply playing the game becomes more enjoyable and less of a grind.

There is a saying that where there is a will there is a way, and in the commercial world, there is another saying, where there is a need there is a business. Like the virtual world, gold is absolutely very important to players. The items, the mount, the gems, all of them costs a lot of wow gold. So many services have popped up providing cheap wow gold in exchange for real life currencies due to the popularity of this mmorpg. And among them, the Chinese doing extremely well and more crazy than other countries.

Why it can grow to be a business? It's only because gold plays a vital role to reach high level NPCs, it's the currency in this world and people need it, players have to use wow gold to purchase numerous different items, skills, mounts and consumables that are sold by vendors all over the world. This is a very unique concept and sets this game different from other games available on the internet.

Having wow gold as a prize makes the whole game quite interesting and challenging at the same time. Just like real life soci-economic statuses are measured by currencies, wow players with a higher bank account typically enjoy more freedoms and social interactions within the game not privy to their poor grinding counterparts.

The importance of virtual currency is making itself felt in China, where 'gold farming' has become widespread. According to a report from the China Internet Center in 2008, 80 percent of gold farming for World of Warcraft is done in China. There are 100,000 full-time gold farmers in China alone and in 2008; \$2 billion in virtual currency was traded in the country.

And the site i'm going to talk about is also born in England during the time, it's address is <http://www.wowgoldsafe.co.uk>. It was set up in the year 2006, and specialize in offering wow gold on both EU and US servers. 'We aimed to build up an unique business in this competitive market, which contains hand-farmed warcraft gold, cheap price, world class service and fast delivery, this can come true all in one site - wowgoldsafe.co.uk ' said wowgoldsafe CEO Barry, 'Wowgoldsafe has various benefits greater than other wow gold websites. First of all, it is definitely the one which has the least expensive gold every player could by no means fulfill prior to. Subsequent, it is very safe to purchase warcraft gold from. No ban, no scam here ever. Face to face trade and use pure hand farming world of warcraft gold can insure the security and effectiveness. It also guaranteed buyers will get complete compensation in case the account gets prohibited for doing the business. Finally, customers are able to query for their investment in every single server on their website.'

And five years later, Wowgoldsafe is the now the world's most trusted brand for virtual gold in online games, especially for world of warcraft. Players can see a successful example of virtual currency business form the development of wowgoldsafe, of course, as a big fan of world of warcraft, the key points is haveing fun in game.

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