



**Listen: Hasbro's Brian Baker on Flightless Bird podcast.**

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Hasbro's SVP of Board Games, Brian Baker, joined journalist David Farrier's Flightless Bird podcast to discuss the surprising origins of the game *Chutes and Ladders* – also known as *Snakes and Ladders* for many players outside the U.S. Click below to listen to a fascinating conversation about international vs. American tabletop board game branding, game design and mechanics, inventor personalities, and more.

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**Flightless Bird: Chutes and Ladders**  
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|| Pause

In this week's Flightless Bird, Farrier sets out to understand why Americans call "Snakes and Ladders" something completely different: "Chutes and Ladders". Farrier meets with Hasbro's Brian Baker, senior vice president for board games. Farrier learns the surprising origins of Chutes and Ladders - as well as other popular American board games like Candyland and Monopoly.

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