



Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment (Business Books)

By Rob Salkowitz

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Action! Excitement! Transmedia! Step inside Comic-Con to discover the cultural trends that will shape our world

"I've been in comics so long I sometimes think I invented 'em! But I just read Rob Salkowitz's terrific new book and, y'know what? Even I learned new stuff! If you're a comic book nut like me, miss it at your own risk!"

?Stan Lee, Legendary Comic Creator and Publisher

"Salkowitz tells it pretty much like it is: the good, the bad, and the ugly of the commercialization of one of America's greatest art forms, as well as the indefatigable artistry of its creators. He is at once informative, insightful, sobering, and inspiring."

?Douglas Rushkoff, pop culture analyst and author of *Program or Be Programmed: Ten Commands for a Digital Age*

"If you care at all about comics, this is an essential read (and if you don't, Salkowitz just might win you over). But it's also grab-worthy for anyone interested in the fascinating, conflicted, unfolding future of digital publishing and transmedia entertainment."

?Booklist (Starred Review)

"What began more than four decades ago as an intimate gathering of comic book creators, fans and legends has become a packed entertainment event. Although it doesn't have the same ring to it, Comic-Con could more appropriately be called the Transmedia Pop Culture Con where buzz for a year's worth of projects is created, prolonged or squelched. Yet, despite the awareness that the con is a giant marketplace where producers sell directly to customers, there has been shockingly little analysis of the business of the event before Rob Salkowitz's new book, "Comic-Con and the Business of Pop Culture."

?CNN Geekout

“The true gift in Rob’s book is how very hard it becomes for you to decide, whether you’re a business reader reading a pop culture book, or a comics fan reading a business book.”

?PopMatters

“The book explores the business aspects of the show and how it is a microcosm of the growing transmedia aspects of both comic books and their connection to things such as film, TV, and video games. All the while, acting as a travelogue by a long-time fan of comics and Comic-Con.”

?Technorati

“Salkowitz’s first hand observation makes us feel like we are walking the convention floor with him. In some chapters you sense his thrill as he meets a few of his fan favorites. *Comic-Con and the Business of Pop Culture* should be a great book for comic book fans, moviegoers, pop culture followers, and marketing gurus.”

?Trashwire

Welcome to Comic-Con: where the future of pop culture comes to life

Every summer, more than 130,000 comic fans, gamers, cosplay enthusiasts, and nerds of all stripes descend on San Diego to mingle with the top entertainment celebrities and creative industry professionals in an unprecedented celebration of popular culture in all its forms.

From humble beginnings, Comic-Con has mutated into an electrifying, exhausting galaxy of movies, TV, video games, art, fashion, toys, merchandise, and buzz. It’s where the future of entertainment unspools in real time, and everyone wants to be there.

In *Comic-Con and the Business of Pop Culture*, author Rob Salkowitz, a recognized expert in digital media and the global digital generation (and unabashed comics enthusiast), explores how the humble art form of comics ended up at the center of the 21st-century media universe. From Comic-Con’s massive exhibit hall and panels to its exclusive parties and business suites, Salkowitz peels back the layers to show how comics culture is influencing communications, entertainment, digital technology, marketing, education, and storytelling.

What can the world’s most approachable and adaptable art form tell us about the importance of individual talent and personal engagement in the era of the new global audience, the iPad, and the quarter-billion-dollar summer blockbuster? Here are some of the issues Salkowitz explores:

How do you succeed in the transmedia maelstrom? Comics have hopscotched across the media landscape for decades. What can we learn from their successes and failures as we careen toward a converged digital future?

Have comics cracked the digital code? Everyone is scrambling to deal with the business disruptions of digital distribution. Does the recent success of comics on

tablets demonstrate a new model for other industries, or do dangers lie ahead?
What's next for "peak geek"? Will the ascendant nerd culture of the early 2010s keep its new audience engaged or burn out from overexposure?

Comic-Con and the Business of Pop Culture combines the insights business leaders need with the details fans crave about the future of the world's most dynamic industry. Even if you can't be in San Diego in July, this book brings the excitement into focus . . . no costumes required!

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Editorial Review

Review

Booklist, June 1, Starred Review:

Approaching his subject as both a business futurist and a longtime comics fan, Salkowitz takes a prismatic view of the comics world from its squirming heart: the bustling, hype-overloaded juggernaut of the San Diego Comic-Con. He ties anecdotal accounts of the craziness that unfolds at the Con over five days in July with ruminations on the current state of the medium. Though he considers and speaks eloquently to the place of literary graphic novels, quirky webcomics, and the sequential-art format as a whole, his crosshairs sit right atop those of Comic-Con: mainstream (superhero) comics and their (for now, anyway) cozy relationship with Hollywood. Here, if you can pay enough attention through the onslaught of noise, unapologetically vocal fans meet rock-star creators; the crumbling direct market meets fledgling digital distribution channels; approachable story lines meet decades of convoluted continuity; reverence for history meets a dire need for change; and, perhaps most important, quaint, low-margin publishing strategies meet blockbuster Hollywood marketing blitzes. It's all about as easy to pinpoint as an electron cloud, but Salkowitz considers the view from every angle and in a final chapter models four possible scenarios for comics in the next decade. If you care at all about comics, this is an essential read (and if you don't, Salkowitz just might win you over). But it's also grab-worthy for anyone interested in the fascinating, conflicted, unfolding future of digital publishing and transmedia entertainment. -- Ian Chipman "BOOKLIST"

About the Author

Rob Salkowitz is cofounder and Principal Consultant for the Seattle-based communications firm MediaPlant, LLC. He is the author of *Young World Rising* and *Generation Blend* and teaches in the Digital Media program at the University of Washington.

Users Review

From reader reviews:

Rebecca Clark:

As people who live in the particular modest era should be change about what going on or information even knowledge to make them keep up with the era which is always change and move forward. Some of you maybe may update themselves by reading books. It is a good choice to suit your needs but the problems coming to you is you don't know which one you should start with. This Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment (Business Books) is our recommendation to make you keep up with the world. Why, because book serves what you want and want in this era.

Jill White:

Spent a free time and energy to be fun activity to accomplish! A lot of people spent their leisure time with their family, or their particular friends. Usually they doing activity like watching television, planning to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your own free time/ holiday? May be reading a book can be option to fill your free time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the reserve untitled Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment (Business Books) can be fine book to read. May be it may be best activity to you.

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Sarah Farmer:

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