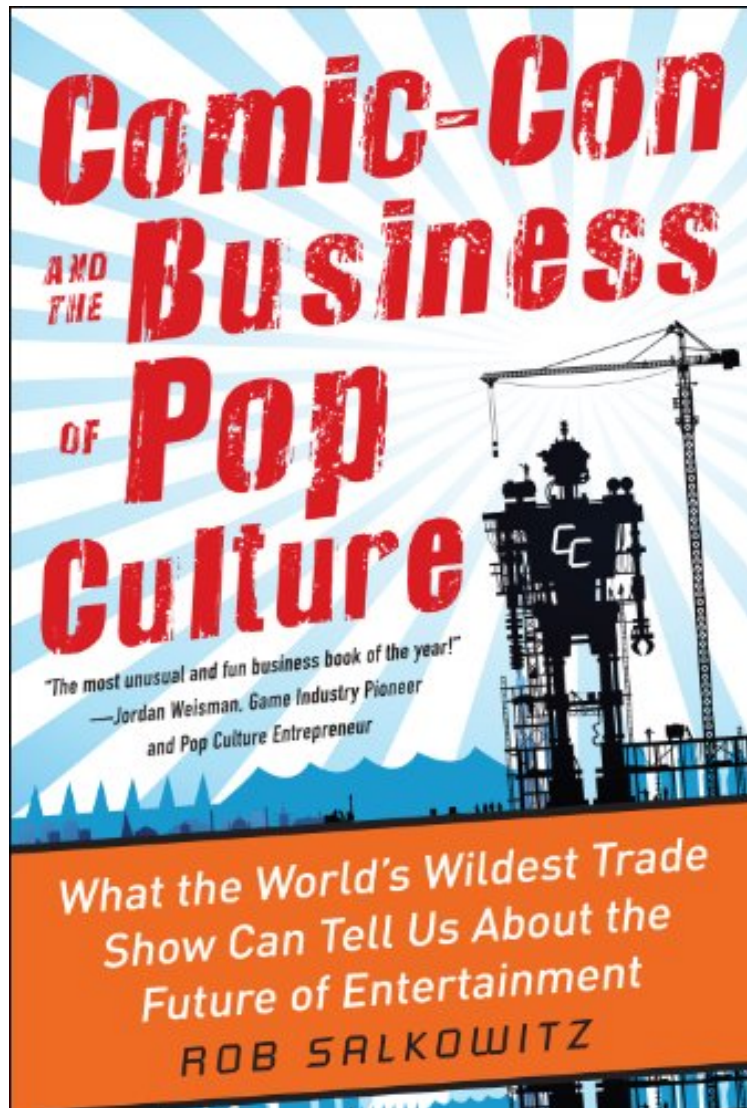


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Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment (Business Books)

Rob Salkowitz

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Rob Salkowitz : 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) before purchasing it in order to gauge whether or not it would be worth my time, and all praised 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):

8 of 8 people found the following review helpful. Essential reading for anyone who wants insightful perspectives on the past, present, and future of the comic book industry. By Baowerfull I am an independent comics publisher, and I read *Comic-Con and the Business of Pop Culture* from beginning to end in a single sitting. I simply could not put it down! Rob Salkowitz uses his experience at San Diego Comic Con as an entry point into talking about the historical context of the comics industry, how it has come to struggle as it missed the digital boat for a decade as fans started downloading comics illegally, and the players and possibilities for comics creators and publishers today. What's even more intriguing is that he has provided an international perspective to highlight emerging markets, audiences, and technologies. Salkowitz provides an invaluable insider-outsider perspective; he comes to his writing as a lover of comics, and uses his knowledge as a business analyst, futurist, and internationalist to talk about a comics industry that might sometimes be so mired in its own habits to see alternative possibilities. I highly recommend this important book to all comics creators, publishers, retailers, students, fans, or anyone who's interested in the evolution of an industry. It has certainly sparked my thinking and imagination!

1 of 1 people found the following review helpful. Probably one of the best books ever written about the future of entertainment... By Len Noel Probably one of the best books ever written about the future of entertainment, this book encompasses all the ingredients that make up human life, what it always was, what it has become and how it is evolving. As a long-time attendee of the San Diego ComiCon and many other Cons up until a decade ago, I was there before movie-makers really noticed what was going on and I'm enthralled to read how Hollywood has not only noticed but became a major participant. As New Media (digital) slowly supplants Old Media and connects more and more on the planet, everything is bound to change and Rob Salkowitz explores these changes and the ramifications of what they suggest. Life is learning and everything we learn is useful to our time on this planet. The lessons that Comic-Con and all the other comic-related conventions teach us is that our lives (like comic books and comic art) are sequential. We never stop learning, growing and changing. Sequential art simply tells stories in an entertaining pictorial format and it can be viewed over a period of time to teach and entertain the viewers. This has great bearing and teaches many lessons when we realize that all movies with sequels and television serial shows have over the years developed into franchises and this has become a billion dollar business. Everything is related and once you are hooked on an idea, a thread or a character, you can watch more and more to learn and be entertained. This is greatly over-simplifying the book's message but this book is about what motivates us and how we live, think and act.

1 of 1 people found the following review helpful. Two Stars By Eric Martin Boring.

The Comic-Con phenomenon—and what it means for your business The annual trade show Comic-Con International is not just fun and games. According to award-winning business author and futurist Rob Salkowitz it's a massive focus group and marketing megaphone; for Hollywood—and in *Comic-Con and the Business of Pop Culture*, he examines the business of popular culture through the lens of Comic-Con. Salkowitz offers an entertaining and substantive look at the show, providing a close look at the comic-book and videogame industries' expanding influence on marketing, merchandising, and the entertainment industry. Rob Salkowitz is founder and Principle Consultant for the communications firm MediaPlant, LLC.

Booklist, June 1, Starred : 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.