



Professional

FOR IMMEDIATE RELEASE

COMIC-CON AND THE BUSINESS OF POP CULTURE

Rob Salkowitz

June, 2012; HC, \$27.00

978-0-07-179138-0 / 0-07-179138-8

Publicity Contact:

Ann Pryor, Senior Publicity Manager

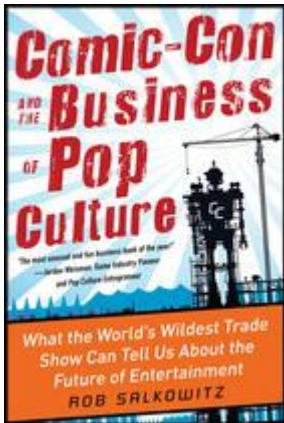
ann_pryor@hotmail.com

"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, Creator of Spiderman, The Hulk, X-Men, Iron Man, Captain America, The Avengers, and many more

"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**

COMMERCE AND NERDS: COMICS CULTURE AND BIG BUSINESS COLLIDE IN A FRENZIED MASH-UP THAT FORTELLS THE FUTURES OF CREATIVE INDUSTRIES

Comic-Con is the Galactic Center of the Entertainment Zeitgeist, from Popular Tastes to Business Dynamics



This July, 130,000+ attendees will descend on San Diego for Comic-Con International. Pop culture and mass culture collide here, the modern and the mythical, the visionary and the venal. Events on the convention floor will dominate national headlines, generating unparalleled buzz across the emerging transmedia landscape of film, games, publishing, and celebrity.

The story of "The Con's" evolution from meek to monster mirrors the legendary transformations of comics' most iconic superheroes. In 1970, a few hardcore fans assembled to trade issues and meet the pros; over the decades Comic-Con has mutated into a fearsome creature, with tentacles reaching into all forms of media.

COMIC-CON AND THE BUSINESS OF POP CULTURE: What the World's Wildest Trade Show Can Tell Us about the Future of Entertainment (McGraw-Hill Professional; HC, \$27.00; June, 2012), by noted business writer Rob Salkowitz offers an exclusive inside perspective on this convergence of geekdom and big business. "The Con" is a swirling vortex of super-brands, super-fans, movie stars, and zombies, covering over half a million square feet of exhibit space and thousands of hours of panels, programs, films, tournaments, and wild parties.

The comics industry, with its billion-dollar IP assets, sits at the heart of the storm, but faces challenges that mirror those of any media business in today's fast-moving market. Digital publishing threatens its traditional model, consolidation, globalization and grass-roots publishing are transforming its relationship to its audience. Can an industry and artform rooted in nostalgia and continuity weather such change? And how will those changes ripple through the global empires built on entertainment, media, and technology?

-More-

Salkowitz, who has studied and written extensively on digital media, business transformation, globalization and innovation – as well as being a longtime Comic-Con attendee and lifelong fan - offers a first-hand look at:

- How comics went from nerdy subculture to arbiter of cool;
- The inner workings of North America's premier pop culture event, from sprawling exhibit hall to the celebrity-studded panel discussions to the exclusive after-hours parties and high-stakes business meetings;
- The dynamics that drive and shape entertainment's most desirable audience – the "raving fans" who brave mile-long lines and proudly sport wild costumes to show their allegiance to the stories they love;
- How comics occupy a pivotal point of transmedia convergence – with film, TV, books, games, (and zombies!) tapping it, to lucrative ends;
- The paradox of comics: How the world's most accessible artform finds itself torn between high-stakes corporate consolidation and disruptive, do-it-yourself grass-roots entrepreneurship;
- How the industry that resisted digital distribution for more than a decade might ride the iPad and Tablet boom to unprecedented profits and popularity;
- Why comics culture is a global phenomenon, with characters and conventions exciting new audiences around the world.

Salkowitz uses the methods he's honed as an analyst and consultant for Fortune 500 companies to provide a serious look at the funny business of comics. He concludes with a glimpse into the future of pop culture, Comic-Con and the global entertainment industry of the 21st century in a business environment moving "faster than a speeding bullet."

About the Author:

Rob Salkowitz is cofounder and Principal Consultant for the Seattle-based communications firm MediaPlant LLC. He is the author of two books, *Young World Rising* and *Generation Blend*. He teaches in the Digital Media program at The University of Washington, Seattle. He speaks regularly on the convergence of digital media, technology, entrepreneurship, innovation, and social change. He attended his first comic book conference in 1975, at the age of 8.

###

COMIC-CON AND THE BUSINESS OF POP CULTURE: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment, by Rob Salkowitz. June, 2012; Hardcover, \$27.00. 978-0-07-179702-3 / 0-07-179702-5.

Follow @robsalk on Twitter

Join the conversation at <http://www.facebook.com/ComicConPopCulture>

For interviews, excerpts, artwork, or more information, contact:

Ann Pryor, Senior Publicity Manager

Ann_pryor@mcgraw-hill.com 212.512.3578