

Comic-con And The Business Of Pop Culture: What The World's Wildest Trade Show Can Tell Us About The Future Of Entertainment - 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 Rush Koff, Pop Culture Analyst and author of Program or Be Programmed: Ten Commands for a Digital Age>Welcome to Comic-Con: where the future of pop culture comes to lifeEvery 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 ofthe 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!Author: Salkowitz, Rob Publisher: McGraw-Hill Illustration: N Language: ENG Title: Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment Pages: 00304 (Encrypted EPUB) / 00304 (Encrypted PDF) On Sale: 2012-05-17 SKU-13/ISBN: 9780071797023 Category: Business & Economics : Marketing - General

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