

# Comic-con And The Business Of Pop Culture: Strategies For Success In The Digital Transmedia Era

by Rob Salkowitz

Comic-Con and the Business of Pop Culture: What the Worlds Wildest Trade . unfolding future of digital publishing and transmedia entertainment. in the era of the new global audience, the iPad, and the quarter-billion-dollar summer blockbuster? Salkowitz explores: How do you succeed in the transmedia maelstrom? Comic-Con and the Business of Pop Culture: Strategies for Success in the Digital Transmedia Era Salkowitz McGraw-Hill 9780071797023 : Action Excitement . Comic-Con and the Business of Pop Culture: What the . - Goodreads Comic-Con and the Business of Pop Culture . - ComicMonsters.com Comic-con and the Business of Pop Culture.: at Textbookx.com NEW Comic-Con and the Business of Pop Culture: What the Worlds Wildest Trade . Professional; Subtitle Strategies for Success in the Digital Transmedia Era Youve got to read this! - St. Charles Herald-Guide Action! Excitement! Transmedia! Step inside Comic-Con to discover the cultural trends that will shape our world Ive been in comics so long I sometimes think I . Comic-Con and the Business of Pop Culture: What the Worlds . 15 Jun 2012 . Comic-Con and the Business of Pop Culture has 105 ratings and 27 reviews. Action Excitement Transmedia Step inside Comic-Con to discover the cultural trends that . the con, but also explores the future of comics in a digital world. . The success of the zine and the con inspired others to produce their Mystery Spot: COMICS! - Welcome to NoveList Select.

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