



# **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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## **The Comic-Con phenomenon—and what it means for *your* business**

The annual trade show Comic-Con International isn't 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.

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