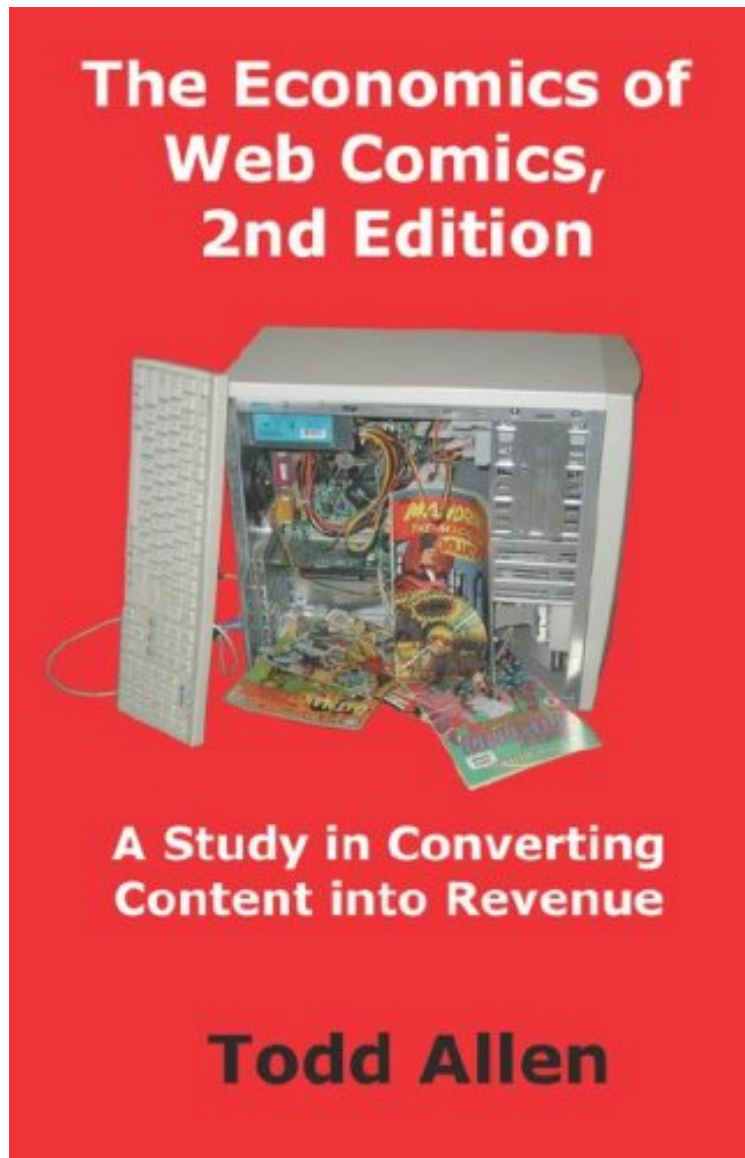


# The Economics of Web Comics, 2nd Edition

*Todd W Allen*

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**Todd W Allen : The Economics of Web Comics, 2nd Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Economics of Web Comics, 2nd Edition:

5 of 5 people found the following review helpful. A Very Good StudyBy G. YEOThere aren't many (or any) studies on the economics of webcomics out there. I own most of the books on web comics but this is the only one that discusses the cold hard reality behind the gloss. Todd Allen is a professor at Columbia College in Chicago, and he's done his research, taking a proper look at how webcomics have fared financially. Though the figures were based half a decade

ago, it's safe to say that things have either gotten a lot worse, or remained the same based on Allen's hypothesis. Allen refuses to be the naysayer, but as we all know, the web audience remains ravenous as ever, and refuses to pay for stuff when it can get it for free. So, if you're looking for figures, Allen's book will provide you with some sobering perspective. Let's look forward to a new and more expanded edition. 0 of 0 people found the following review helpful. It's the Market and the Numbers or go bust! By M. S. Peters Interesting, very helpful and gave me an appraiser's point of view on the numbers. The market, the numbers will make you or break you. It's the market, it's the market, it's the numbers! A real insight that I had not seen anywhere before including in the book "How To Make Web Comics". That is a detailed book as well but did not cover the economics like this book does. IMHO combining both books is the best overview of the subject of web comics. Take care... 7 of 7 people found the following review helpful. Great fact-filled book By Snow man 001 This book is jam-packed with a lot of raw info, all sourced very well and well organized. Not a great-looking book, it could stand a once-over from a graphic designer, but if you are looking for information regarding print and web comics publishing history, you should get this book.

The definitive book on web comics as a business and monetizing online content returns with a new edition addressing hot topics like digital downloads and web-to-print crossover titles. Examine the business practices of sites like Penny Arcade, Diesel Sweeties, Schlock Mercenary, Goats and Modern Tales and learn from those who've already been there. Rave reviews of the first edition: "Your research is terrific and will prove very useful." - Jeremy Mullins, Professor Sequential Art, Savannah College of Art and Design "The entire study is full of actual revenue numbers, offering a very detailed glimpse into the financial realities behind the comics industry. Allen concludes with a series of lessons for online content providers, lessons which are applicable beyond just the domain of comics." - Econozoo "It's a fine overview of the kinds of options available to any web entrepreneur." - Metrist Partners