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## Comic Shop: The Retail Mavericks Who Gave Us a New Geek Culture PDF



by Dan Gearino : **Comic Shop: The Retail Mavericks Who Gave Us a New Geek Culture**

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PDF-b756d | The early 1970s saw the birth of the modern comic book shop. Its rise was due in large part to a dynamic entrepreneur, Phil Seuling. His direct market model allowed shops to get comics straight from the publishers, bypassing middlemen. Stores could better customize their offerings and independent publishers could now access national distribution. In this way, shops opened up a space for quirky ide... *Comic Shop: The Retail Mavericks Who Gave Us a New Geek Culture*

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