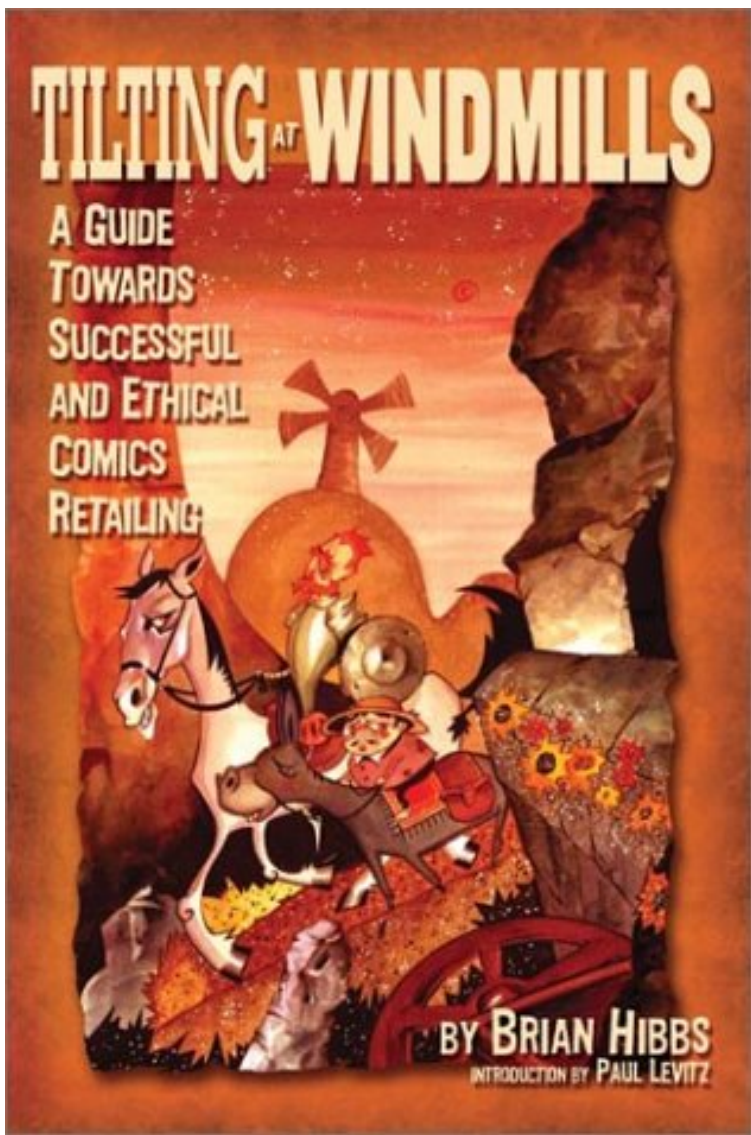


Brian Hibbs

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Tilting at Windmills: A Guide Towards Successful and Ethical Comics Retailing

Brian Hibbs : Tilting at Windmills: A Guide Towards Successful and Ethical Comics Retailing before purchasing it in order to gage whether or not it would be worth my time, and all praised [Tilting at Windmills: A Guide Towards Successful and Ethical Comics Retailing](#):

1 of 1 people found the following review helpful. Great ReadBy Conner KentMy first job was at a comic book store, and it's really interesting to read Hibbs' reflections of that time from the other side of the country. More times than not I found myself agreeing with Brian Hibbs about the state of things. It's a great look at the status of the comics industry

at that time, and the sequel book and his online column are also recommended.

Brian Hibbs, owner of San Francisco's premier comic book store, Comix Experience, has joined with IDW Publishing to collect his influential "Tilting at Windmills" columns. These columns have graced the pages of Comics and Game Retailer since its inception. Containing useful guidelines for new and established retailers who sell comics in this pop culture hungry world, "Tilting at Windmills" was also startlingly prescient about the rise and fall of the comics industry in the '90s. Tilting At Windmills will serve as an entertaining and informative manual for those seeking to cut their way through the four-color jungle of the business of comics. It's filled with commonsense tips, behind-the-scenes thoughts of how and what publishers produce, and point-by-point steps to make selling comics turn into profits.

About the Author Brian Hibbs lives in San Francisco with his lovely wife Tzipora Friedman. Brian opened the award-winning Comix Experience April Fool's Day, 1989.