



Marvel's failed experiment on replacing fan favorite characters ends in disaster.

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**ALL ABOUT GEEKDOM**

*EXCLUSIVE NEWS TODAY*

# NO, MARVEL ISN'T THE INDUSTRY'S HEALTH

## A little economics 101

Economists argue about Supply-Side Vs Demand-Side economics all the time. In plain language the name tells us what we need to know, Supply-Side postulates the supplier is the driving force of the economy, while Demand-Side argues it's the consumer.

Now let us get some real life examples, lets look at the so called "Pink-Tax" people that argue it's real believe that cosmetic companies somehow force women to pay more for the same product.

Lets examine if said claim is true : Is there a policeman on the aisle preventing women from buying men products? Or the even cheaper generic brand ones? No? What about the cashiers? Do they demand you prove your manhood before putting said products on your till? No?

Then the women who buy only women marketed brands must do it by free will. We find their products are not the exact same as ours, theirs have more and different fragrance, more ingredients, leave your skin softer (or so they claim), eliminate hair fritz, shave without cutting even in difficult to reach regions, etc.

If women can save money by buying other products but don't, then we have either a global conspiracy that brainwashed them or we have a market demographic demanding a product and the supplier well, supplying it.

But what has all that economic mumbo jumbo have to do with the title of this article?

Excellent question! Glad you asked it, in short EVERYTHING!

The supplier notices there's a demand for a certain product and develops, markets and delivers said product, then someone else notices it and makes an alternative to the first product, and suddenly we have competition for the consumer's money.

## Back to comics

In this case we already have several suppliers vying for our attention and money, namely Marvel, DC Image, Dark Horse, IDW, Dynamite, etc.

Sure buyers at the moment are cautious and aren't buying certain products, and after years of cash grabbing schemes by every single supplier the market is depressed.

But the market is there and I dare say even bigger than before the 90's crash, this last must be true by simple demographic growth and by the success of the comic book inspired movies.

Then why are the comics selling so bad?

Well, to put it simply because the suppliers lost their compass and don't know anymore who their target demographic is, who makes up their target market.

And some very savvy con artists infiltrated our forums and then the specialized press and offered a simple answer, "diversity".

Something our Hobie always had both in the creative side, the characters side and the fan side. But this con artists somehow managed to convince enough people and infiltrate the upper echelons of management to turn the House of Ideas into the House of Ideologues.

Now something we have always done (complain and criticize changes we don't like) has become evidence of why the supplier needs to eschew us and target a different audience that these ideologues claim has always been there, but was "excluded" because our "toxic" behavior.

So, somehow every single fan from one of those "excluded" groups doesn't exist, is lying about being X or suffers from internalized something or another.

**BY GEEKS, FROM GEEKS & FOR GEEKS**



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**Reality check**

Contrary to what the ideologues claim there's not another audience and geeks are not dead (we don't die, we respawn), and since we are the target demographic, the audience and the market, we are the industry.

Let me repeat that : **WE ARE THE INDUSTRY**, without us every single supplier would be up shit creek without a paddle.

As long as we remain comic books fans, gamers, etc., and not company sycophants, we hold all the power in this relationship. What we say we want goes, but we let the suppliers forget this, and now, when some of us are remembering it and making our voices heard, the specialized media sides with the supplier and not with their consumer base.

A clear sign that they are in the corporations pocket and therefore are not fit for purpose. We must boycott the press, criticize them and point to their sycophantic behavior at every step, but never link to their articles directly, we must archive them using archive.is and point to the archived article, in this way we cut part of their revenue.

We must also create our own specialized press, and write respectful letters to the advertisers on the offending products about why we are boycotting them and that we will extend the boycott to their products also.

If this means missing on that movie, that comic or toy then so be it.

If that means that Marvel comics gos belly up then so be it, IMHO Marvel is already dead and their corpse is stinking up the place, we need to bury it. I have no fear about the characters, Disney will not let them die and go to the public domain, they would rather create a new Marvel comics or sell the printing rights.

And after all, can you honestly tell me Marvel hasn't already killed most of the classics of?

Can you tell me with a straight face that Peter Parker is the same person he was in ASM#33?

What about the rest? Thor Odinson? Tony Stark? Ororo Monroe? Tchala? And the rest?

If tomorrow Marvel told me this past 10 years or so every single superhero was the captive of the Skrulls and had been replaced by a super-Skrull I would believe it. Because none of them acts in character anymore, they are more like villains than superheroes.

So let it burn to the ground, let them die a fiery death, let them face Anihilus the living death. Why should I care?

We are the market, we are the industry, we have all the power. And you know what they say about power don't you?

With great power comes great responsibility. So lets start showing some and send a clear and loud message:

We aren't anti-diversity, we are anti-bad comics, start pumping out good comics, stop messing with OUR characters and make new ones, stop selling cultist propaganda pamphlets disguised as comics, or go bankrupt.

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