

I used to think Marvel was, consciously or unconsciously, driving its readers to quit serial comics and start reading trades. As evidence, there's the standard list of complaints: inflated pricing, ads that don't seem to generate any revenue, trade-ready scripting, variant covers, irregular but accelerated publishing schedules, etc. The Marvel NOW! initiative has me starting [...]

Read more: <http://robot6.comicbookresources.com/2013/01/on-vol-1-of-marvel-thens-incredible-not-indestructible-hulk/>