
Contents

	ACKNOWLEDGMENTS	vii
	Introduction	1
	Excelsior! Or, Everything That Rises Must Converge MATT YOCKEY	
CHAPTER 1.	Reforming the “Justice” System	39
	Marvel’s <i>Avengers</i> and the Transformation of the All-Star Team Book MARK MINETT AND BRADLEY SCHAUER	
CHAPTER 2.	Man Without Fear	66
	David Mack, Daredevil, and the “Bounds of Difference” in Superhero Comics HENRY JENKINS	
CHAPTER 3.	“This Female Fights Back!”	105
	A Feminist History of Marvel Comics ANNA F. PEPPARD	
CHAPTER 4.	“Share Your Universe”	138
	Generation, Gender, and the Future of Marvel Publishing DEREK JOHNSON	
CHAPTER 5.	Breaking Brand	164
	From NuMarvel to MarvelNOW! Marvel Comics in the Age of Media Convergence DERON OVERPECK	

CONTENTS

CHAPTER 6.	Marvel and the Form of Motion Comics	187
	DARREN WERSHLER AND KALERVO A. SINERVO	
CHAPTER 7.	Transmedia Storytelling in the “Marvel Cinematic Universe” and the Logics of Convergence-Era Popular Seriality	207
	FELIX BRINKER	
CHAPTER 8.	The Marvel One-Shots and Transmedia Storytelling	234
	MICHAEL GRAVES	
CHAPTER 9.	Spinning Webs	248
	Constructing Authors, Genre, and Fans in the Spider-Man Film Franchise	
	JAMES N. GILMORE	
CHAPTER 10.	Playing Peter Parker	268
	Spider-Man and Superhero Film Performance	
	AARON TAYLOR	
CHAPTER 11.	Spotting Stan	297
	The Fun and Function of Stan Lee’s Cameos in the Marvel Universe(s)	
	DRU JEFFRIES	
CHAPTER 12.	Schrödinger’s Cape	319
	The Quantum Seriality of the Marvel Multiverse	
	WILLIAM PROCTOR	
	NOTES ON CONTRIBUTORS	347
	INDEX	351