

Read more: <http://robot6.comicbookresources.com/2010/09/superman-703-turns-out-to-be-kryptonite-for-cincinnati-retailer/>

A few weeks ago, Cincinnati retailer Kendall Swafford sparked a debate at ICv2.com when he took his DC Comics sales representative, by name, to task for the publisher's lack of promotional support for Superman #703. You see, that's the issue in which the Man of Steel swings through the Queen City during his much-ballyhooed cross-country [...]