

There have been some hearty proclamations recently that everything's coming up Milhouse for the sales end of comics: "the best quarter in a decade" and "everyone up [in sales]," celebrates expert numbers-cruncher John Jackson Miller. ICv2's recent market white paper concluded they were "bullish on the business." I'm not denying there have been some encouraging signs. [...]

**Read more:** <http://robot6.comicbookresources.com/2012/10/archaia-entertainment-a-cautionary-tale/>