

MARVEL  
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11.2008

# the AMAZING SPIDER-MAN

KELLY  
BACHALO



TOWNSEND

# THE DB! FOR EVERY BRAND NEWS DAY!



READY FOR THE CROWNE COMEBACK? "WE'VE GOT HOLLISTER RIGHT WHERE WE WANT HIM!" SAYS CROWNE CAMPAIGN MANAGER IN FACE OF SUDDEN HOLLISTER POLL SURGE AFTER MENACE ATTACK. HOLLISTER STILL REFUSES TO DEBATE DUE TO "DOCTOR'S ORDERS." MORE ON PAGE K32

NOVEMBER 5, 2008

WEDNESDAY

## GANGSTA TRAP!



With the help of the megalomaniacal, monochromatic mastermind of crime Mr. Negative, former Z-lister Hammerhead has been upgraded to a cold-hearted, powerhouse enforcer. His first task is to get all the gangs of New York to either line up behind Mr. Negative or pay for their disobedience with their lives. South Bronx gang GFL2K makes their stand, making them target number one. GFL2K member Harold "Dunk" Winslow becomes the object of Spider-Man's attention when Peter meets his little brother, science whiz Anthony. Harold admits he doesn't want to be part of a gang but needed to do it to protect his family. As Spidey comes close to getting through to Harold, Hammerhead makes his presence known, wiping out the GFL2K members and soundly thrashing Spider-Man.

## POLICE TIE SPIDER-MAN TO RECENT MURDERS!

**EXCLUSIVE TO THE DB!**

In off-the-record conversations with DB staffers, police have confirmed that Spider-Man is the key suspect in the string of recent murders that has shocked this city. Although police have been reluctant to discuss the specifics of the murders, so-called "Spider Tracers" have definitely been found on each victim, leaving no doubt as to the involvement of Spider-Man. Spider-Man is already wanted for violations of...

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CONTINUED ON A2



PEOPLE SAY THAT THE **HIP**  
IS THE MOST PAINFUL  
**DISLOCATION** A HUMAN  
BEING CAN ENDURE.

THOSE PEOPLE ARE **STUPID**. AND  
I HATE THEM WITH ALL THE BILE I  
CAN MUSTER. STUPID PEOPLE. TRY  
A DISLOCATED JAW.

THERE ENDS THE RANT. A LITTLE  
SOMETHING TO DISTRACT ME FROM  
ALL THE PEOPLE HAMMERHEAD KILLED  
SCATTERED AROUND THE ROOM.

NOW I CAN  
PASS OUT AND  
JOIN THEM.

# FAMILY TIES<sup>PART 2</sup>

JOE CHRIS BACHALO, MENDOZA, BACHALO VC'S CORY  
WRITER BACHALO TOWNSEND AND VEY & FABELA PETIT  
TOM STEPHEN INKS COLORS LETTERS  
BRENNAN WACKER BREVOORT JOE DAN  
ASST. EDITOR EDITOR AS ALEX P. KEATON EDITOR IN CHIEF QUESADA BUCKLEY  
PUBLISHER

GALE, GUGGENHEIM & SLOTT SPIDEY'S BRAINTRUST



THANK YOU, LOW-BALL CITY  
CONTRACTS AND SHODDY  
CONSTRUCTION FOR THE  
UNDERPRIVILEGED...

SLOTH AND GREED  
SAVE SPIDER-MAN!

MY HEAD'S  
ON FIRE.  
MY HAND.  
MY ANKLE...

YOU SHOULD  
HAVE JUST LET  
THIS ONE GO,  
SPIDER-MAN.

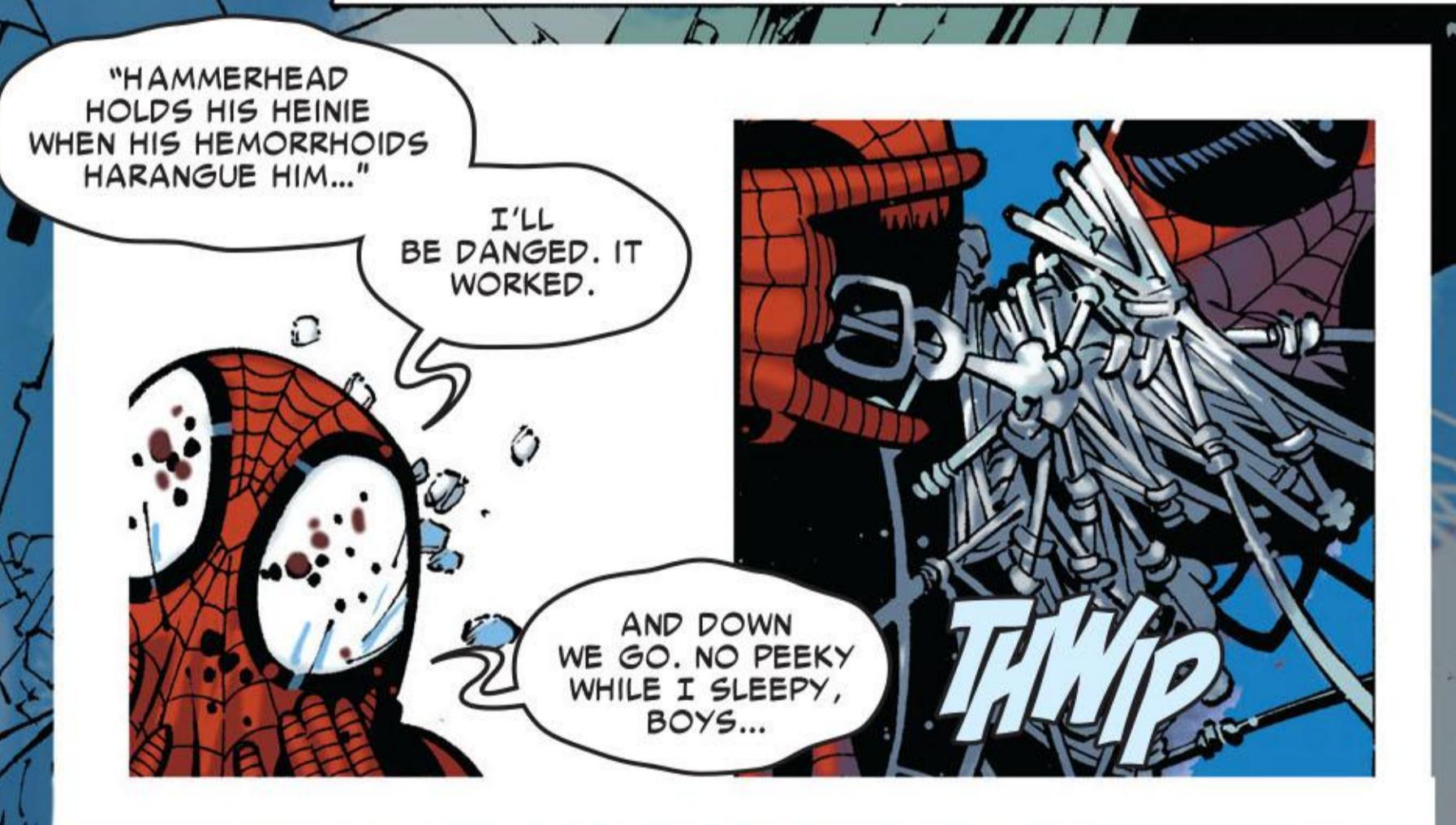
NEED AIR.  
SPACE. TIME...

HOW DID HE GET  
SO FAST? HOW DID  
IT ALL CHANGE?

WE ALL HAVE  
TO EVOLVE OR PERISH  
IN THIS GAME. ME,  
YOU...EVEN THE LITTLE  
GANGBANGERS OF  
THE WORLD.

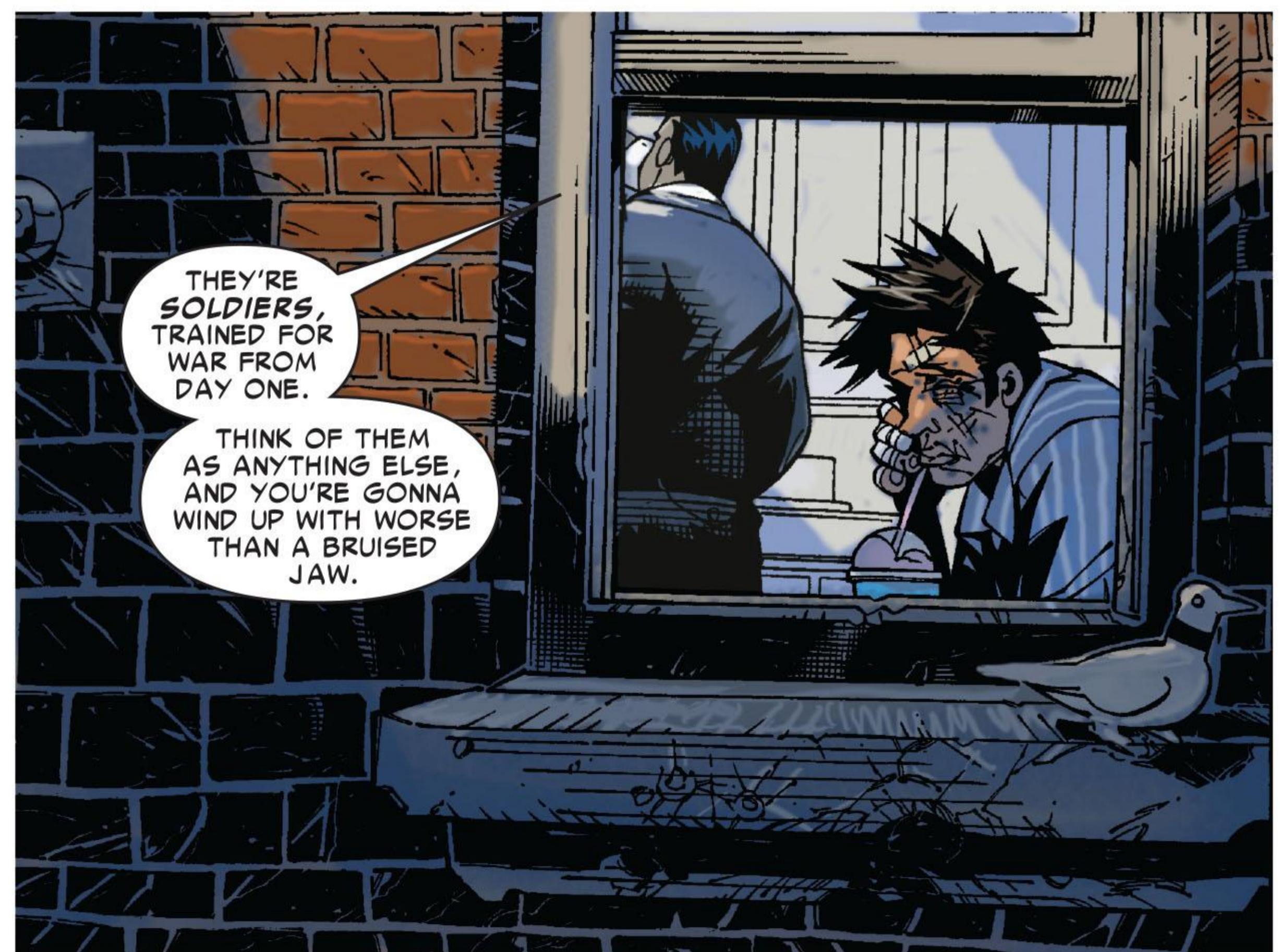
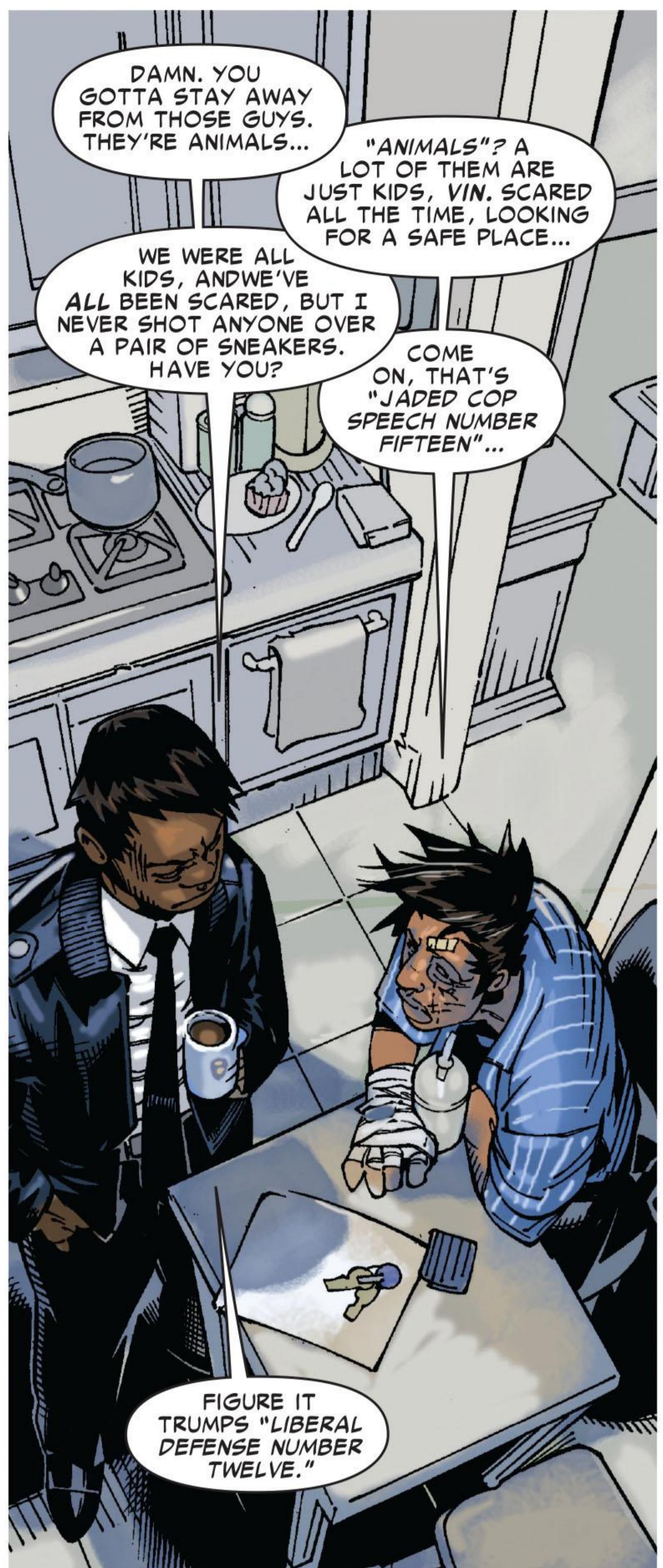
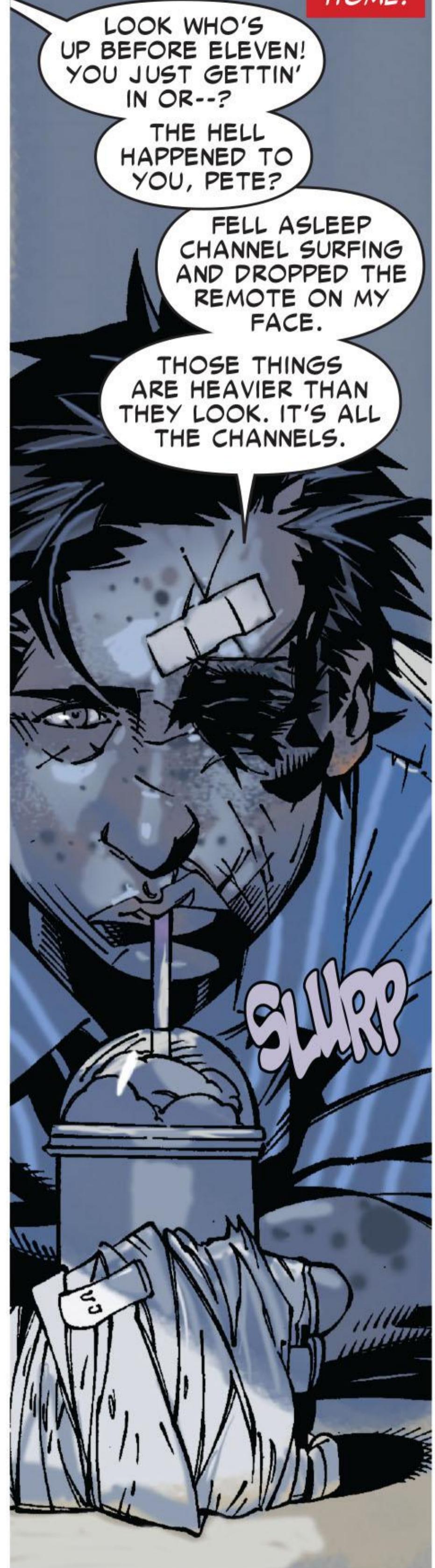






# The Next Morning.

HOME.



# Brooklyn.

THE OFFICES OF  
NEW YORK'S MOST  
DARING DAILY,  
FRONT LINE.

MISTER NEGATIVE  
IS FORCEFULLY  
CONSOLIDATING  
NEIGHBORHOOD GANGS  
INTO HIS CREW, BEN.

YOU JOIN OR  
YOU DIE. OR YOUR  
BROTHER DIES. OR  
YOUR MOTHER...

THERE'S DEAD  
PEOPLE IN THOSE  
SHOTS, NORAH, SO  
DON'T LOOK IF YOU'RE  
SQUEAMISH.

All Offline Computers  
Recycle Bin  
Location Groups  
room1  
room2

WHEN FISK WENT DOWN

THE FIRST TIME, IT WAS  
A NIGHTMARE. GUTTERS  
OVERFLOWING WITH BLOOD.  
ENTIRE CITY BLOCKS  
BURNED TO ASH...

...BUT THE  
SOLDIERS WEREN'T  
KIDS. GOD, THINGS  
HAVE CHANGED. HOW  
SOON CAN WE  
RUN THIS?

WHICH BEGS  
A QUESTION, NORAH-  
OF-THE-COMMUNITY-  
EVENTS-SECTION...

I'LL HAVE  
COPY IN YOUR  
BOX THIRTY  
SECONDS AGO.

BYLINE LIKE  
THIS CAN GET YOU  
A VISIT IN THE MIDDLE  
OF THE NIGHT BY A  
MAN WHOSE MIDDLE NAME  
IS SOME SORT OF HAND  
TOOL. SURE YOU  
WANT IT?

IF PARKER CAN  
GET HIS REAR-END  
HANDED TO HIM AND  
STILL PRINT NEWS,  
HOW SCARY CAN  
THEY BE?

SERIOUSLY,  
YOU REALLY  
DON'T EVEN  
KNOW ME.

OKAY, THEN...  
BUT YOU NEED  
SOMEONE TO  
TALK.

GET ONE  
OF THESE KIDS.  
THAT'S THE  
STORY.

SLURP

Elsewhere...

THIS FIRST  
REPAIR'S FREE. NEXT  
TIME I'M HANDING YOU  
A BUCKET OF SPACKLE  
AND A PLASTIC KNIFE.

THAT'LL  
SUIT ME FINE,  
DR. TRAMMA.

SERIOUSLY,  
IT'S A GOOD THING  
YOU LANDED ON YOUR  
FACE. I'M GETTING  
**STRESS READINGS** ON  
SOME OF YOUR IMPLANTS  
THAT DON'T MAKE  
ME HAPPY.

HOW DOES  
THE LOWER BODY  
FEEL?

WANNA  
FIND OUT?

PERMISSION TO  
REMOVE HIS VOCAL  
CHORDS,  
MR. NEGATIVE?

NOT YET.

YOUR NUMBERS  
ARE **IMPRESSIVE**,  
HAMMERHEAD. I'VE  
ACTUALLY HAD A FEW  
OF THE BRONX GANGS  
COME TO ME IN  
**ANTICIPATION** OF A  
VISIT FROM YOU.

IF YOU'RE  
GOING TO TAKE THIS  
CITY FROM THE MAGGIA  
AND KEEP IT, YOU NEED  
**SOLDIERS**.

EXPENDABLE,  
DEVOTED SOLDIERS.  
THE ONLY WAY TO  
GET THIS DEVOTION  
IS RESPECT...

...AND  
FEAR.  
FEAR, I  
CAN PROVIDE.

AND  
SPIDER-MAN?

HIS RESPECT,  
I ALREADY HAVE.  
TRUST ME ON  
THAT.

**BOEEET**

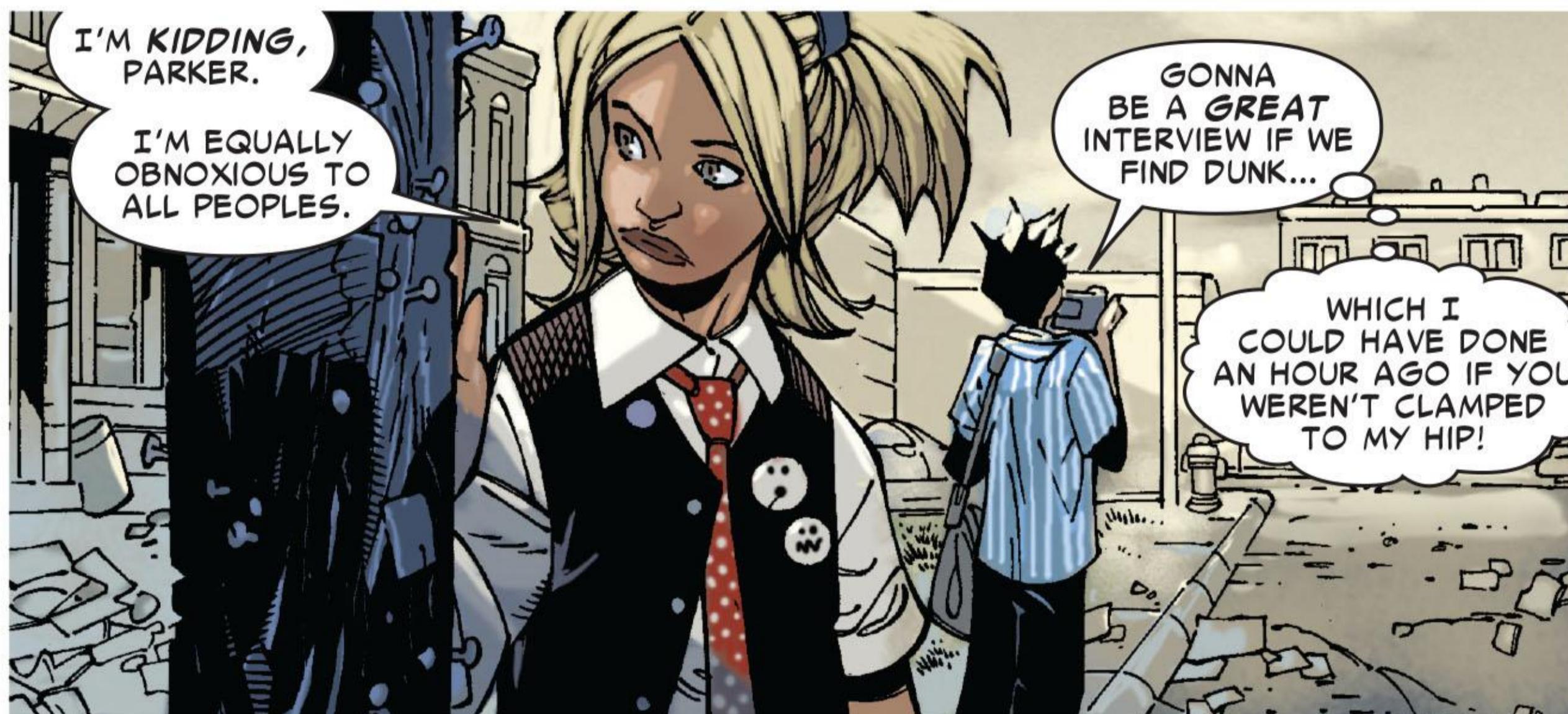
WHO--?

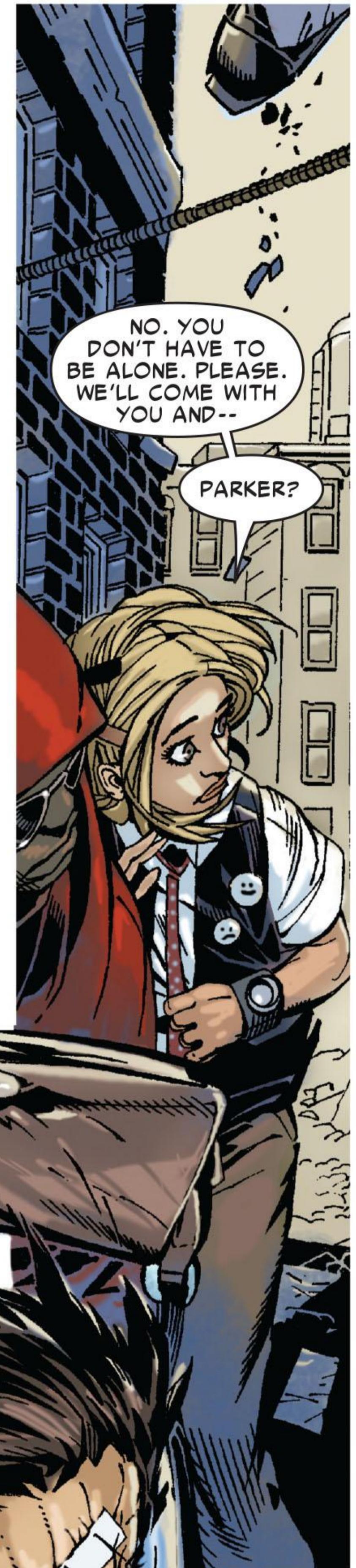
...

OKAY,  
PROVE  
IT.

HEH.  
YOU'RE  
GONNA LOVE  
THIS ONE.

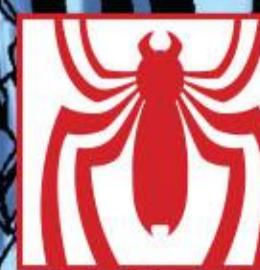
# A Not-So-Nice Section Of The Bronx.





# Highbridge Train Yard.

ANOTHER-NOT-SO-NICE SECTION OF THE BRONX (IN OTHER WORDS: THE BRONX.)\*



OF COURSE, THE GRAVEYARD FOR SUBWAY TRAINS, BUSES, AND OTHER CRAMPED VESSELS DESIGNED TO RESTRICT SPIDEY'S MOVE GROOVE...

...JUST WHAT HAMMY NEEDS TO BEAT THE SNOT OUT OF ME. AGAIN.

HE MUST HAVE HAD A FEW EXTRA BRAIN CELLS IMPLANTED ALONG WITH THE NEW HARDWARE--

--WHICH, INCIDENTALLY, I HAVE NO CLUE HOW TO BEAT...

WE REALLY LOVE THE BRONX, SO PLEASE DON'T GET MAD, BRONXITES. -SIGNED, EVERYONE WORKING AT MARVEL.

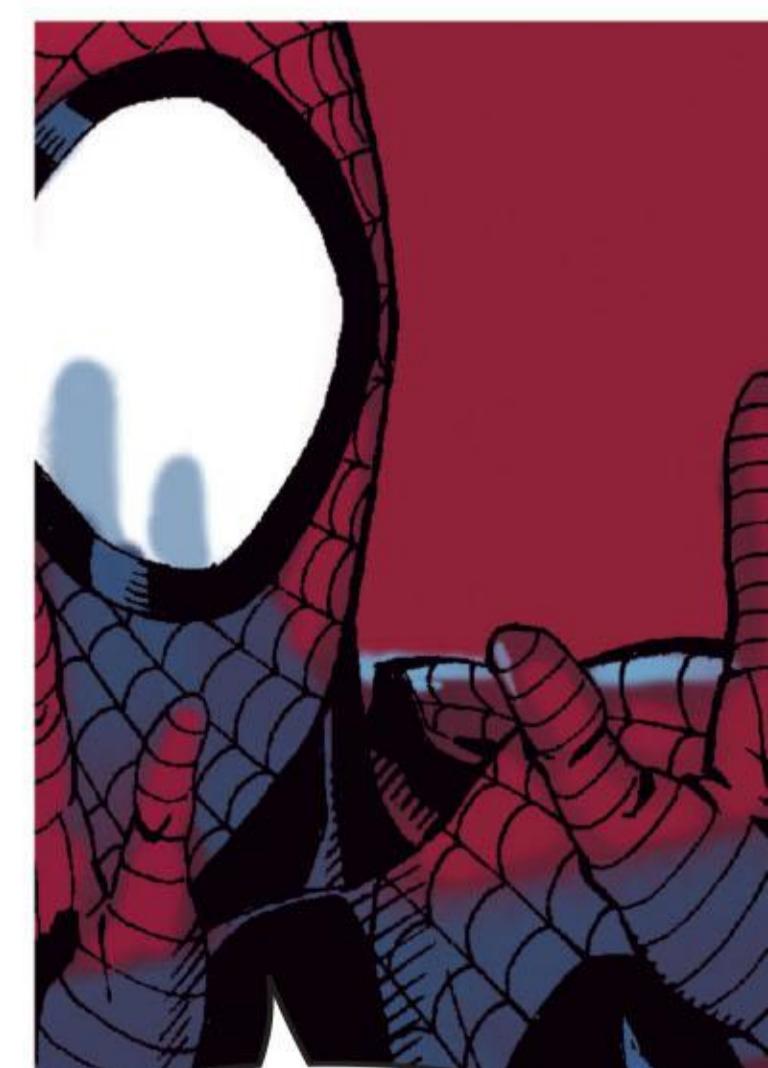
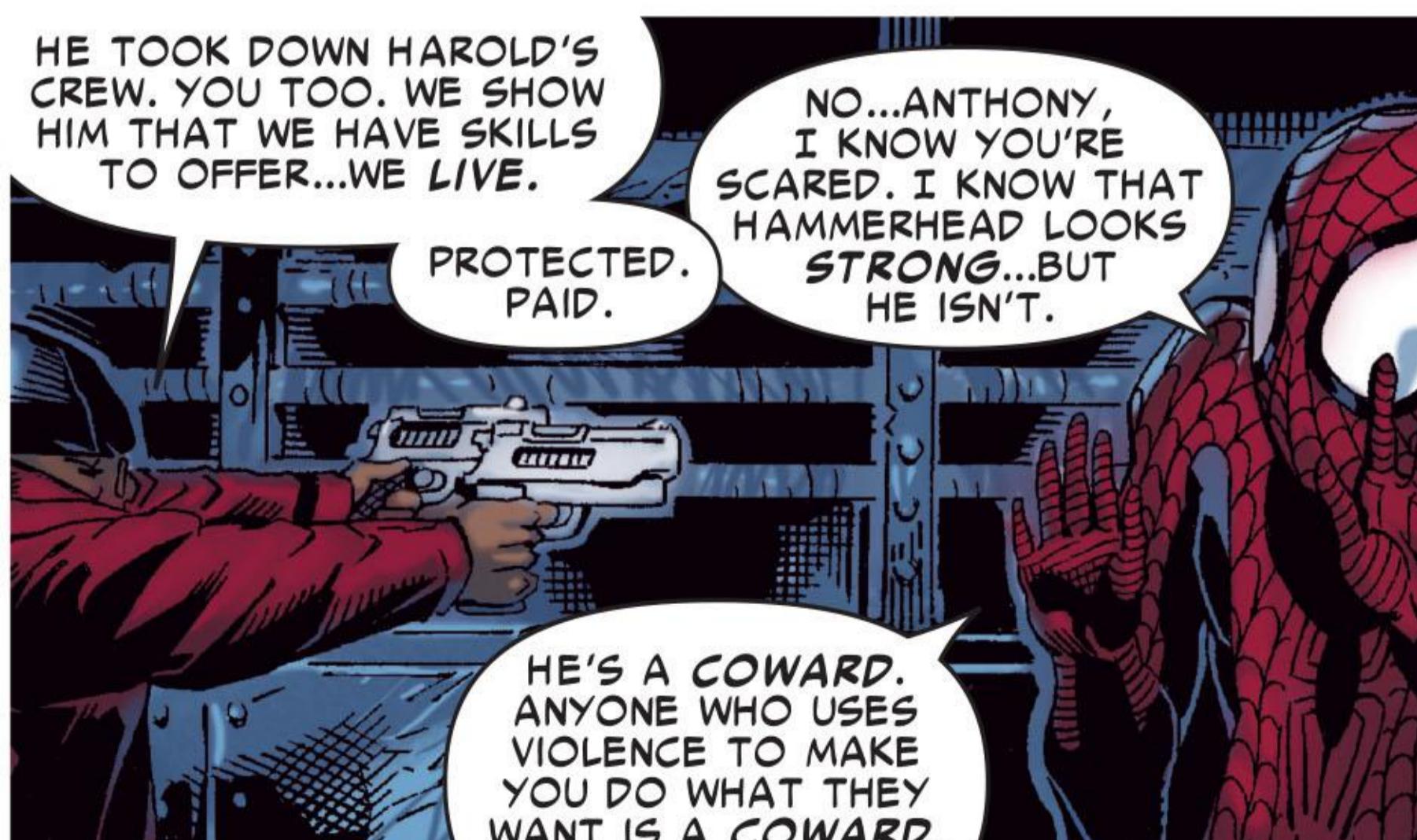
YEAH, THIS IS GONNA GO GREAT.

HERE, I'M GETTING A BUCKET OF SCREAMING SPIDER VIBES THAT SOMETHING AIN'T RIGHT...

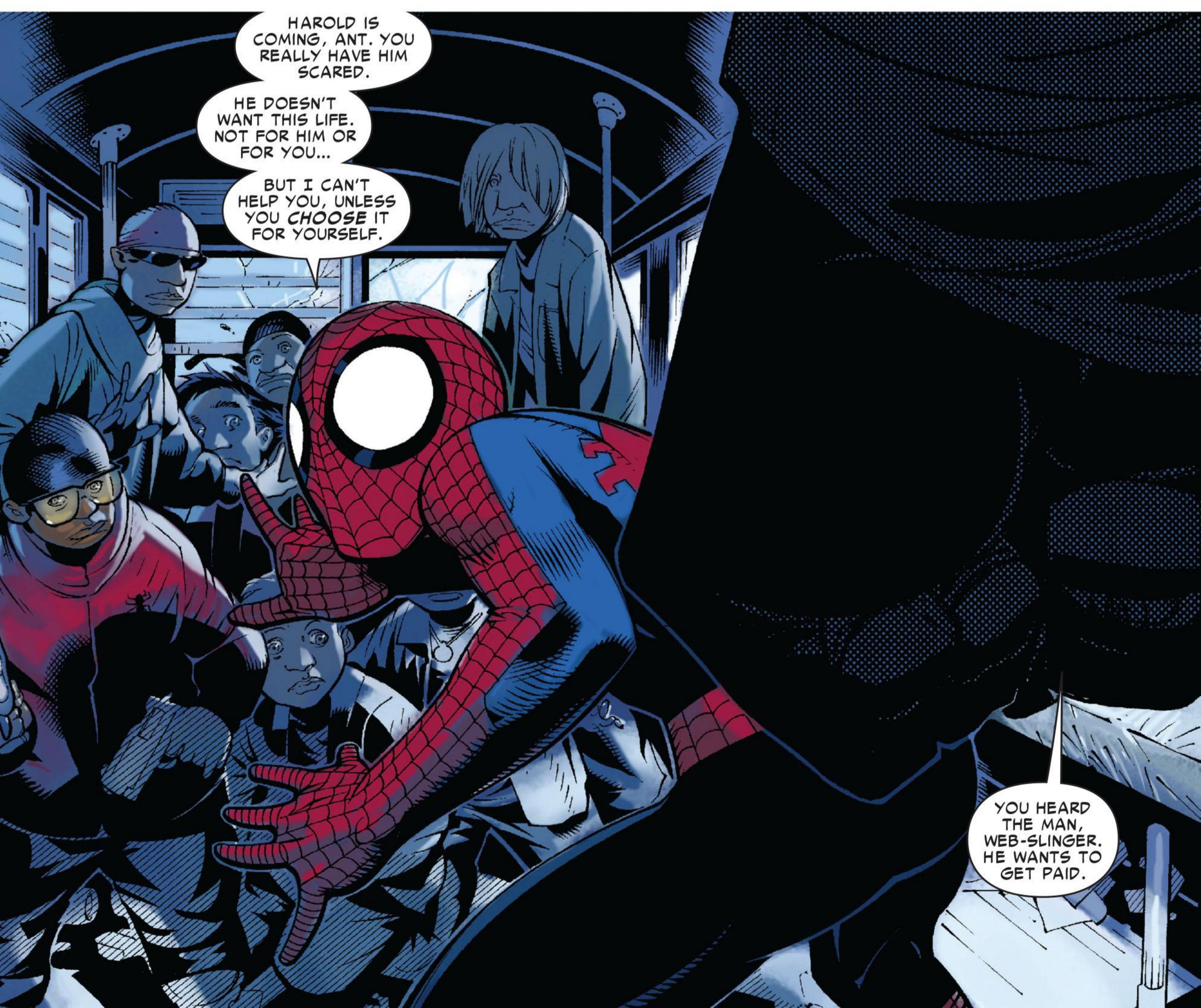
ANTHONY?

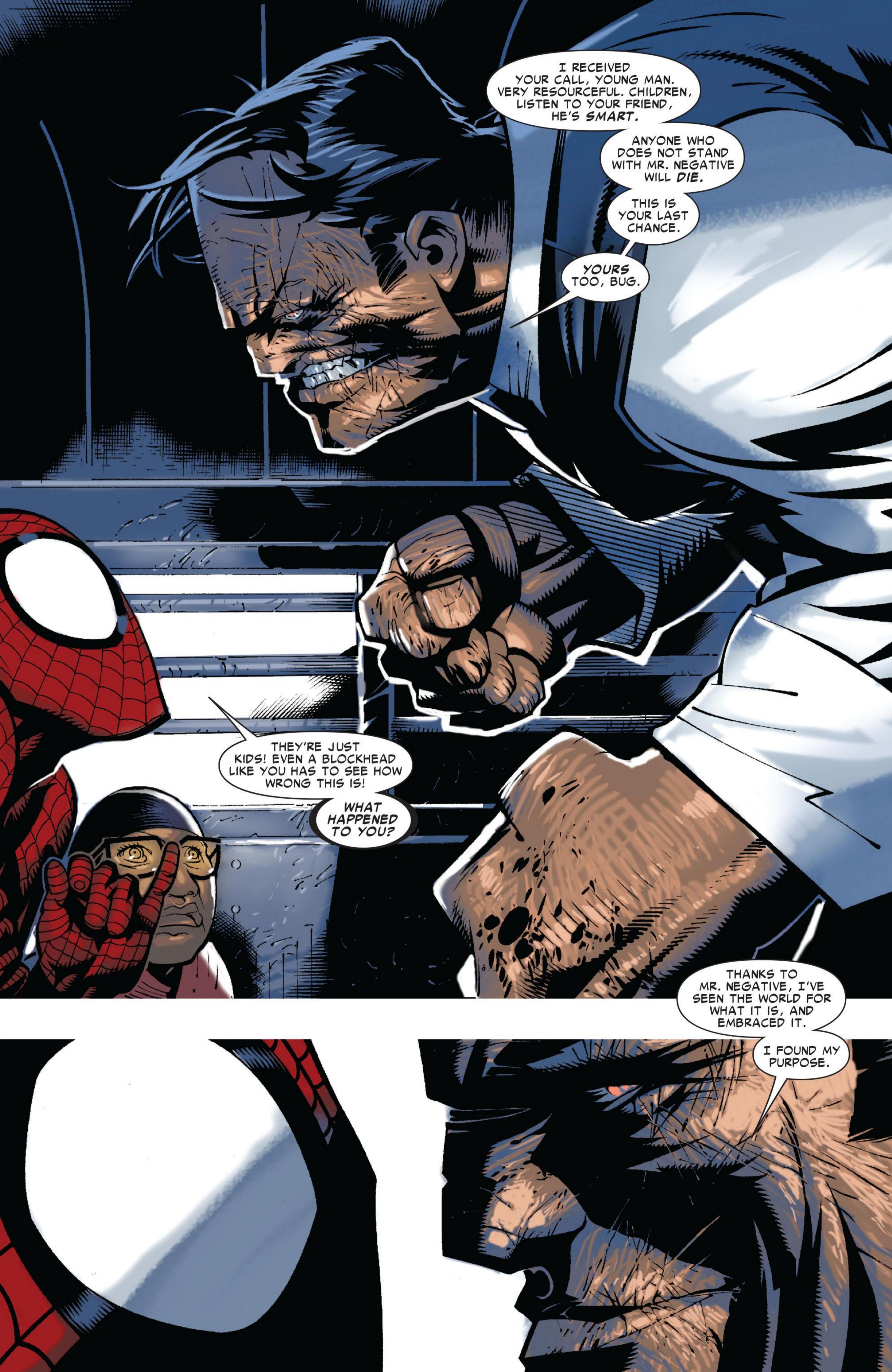


IF JOHNNY STORM  
DOESN'T JUMP OUT  
RIGHT NOW AND TELL ME  
I'VE BEEN SUPER-PUNKED,  
SOMEONE'S GETTING HIT  
IN THE GONADS.



YOU'VE GOT  
TO SEE THE WHOLE  
PICTURE. IF IT  
DOESN'T STOP WITH  
YOU GUYS...IT WON'T  
EVER STOP.





I RECEIVED  
YOUR CALL, YOUNG MAN.  
VERY RESOURCEFUL. CHILDREN,  
LISTEN TO YOUR FRIEND,  
HE'S SMART.

ANYONE WHO  
DOES NOT STAND  
WITH MR. NEGATIVE  
WILL DIE.

THIS IS  
YOUR LAST  
CHANCE.

YOURS  
TOO, BUG.



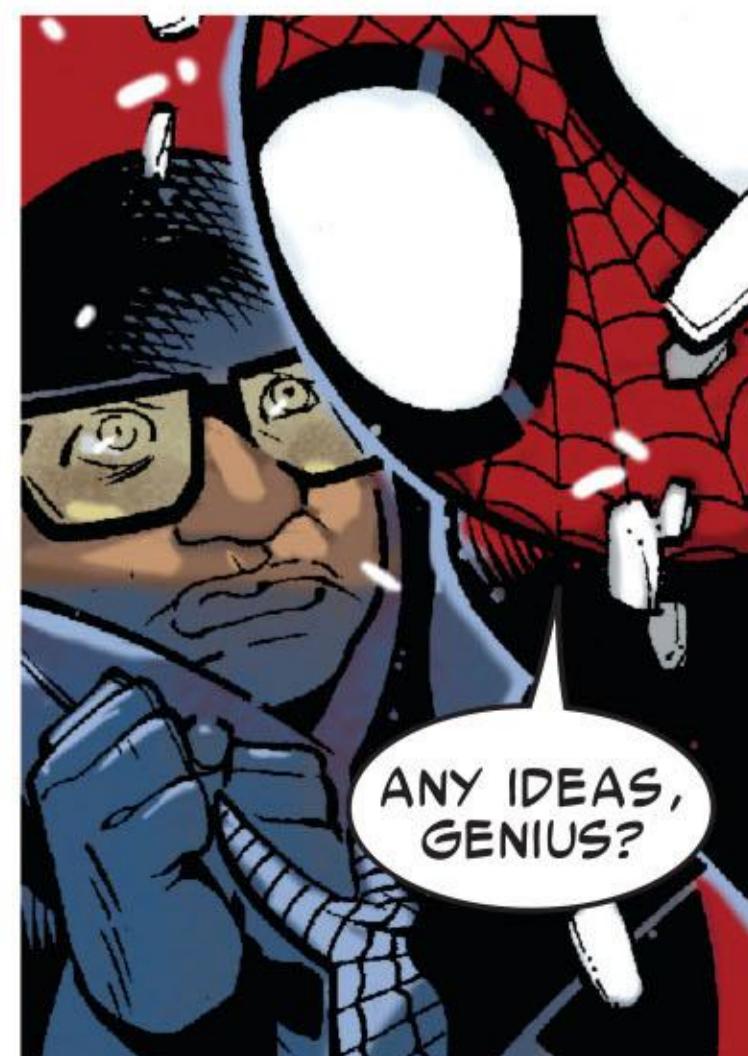
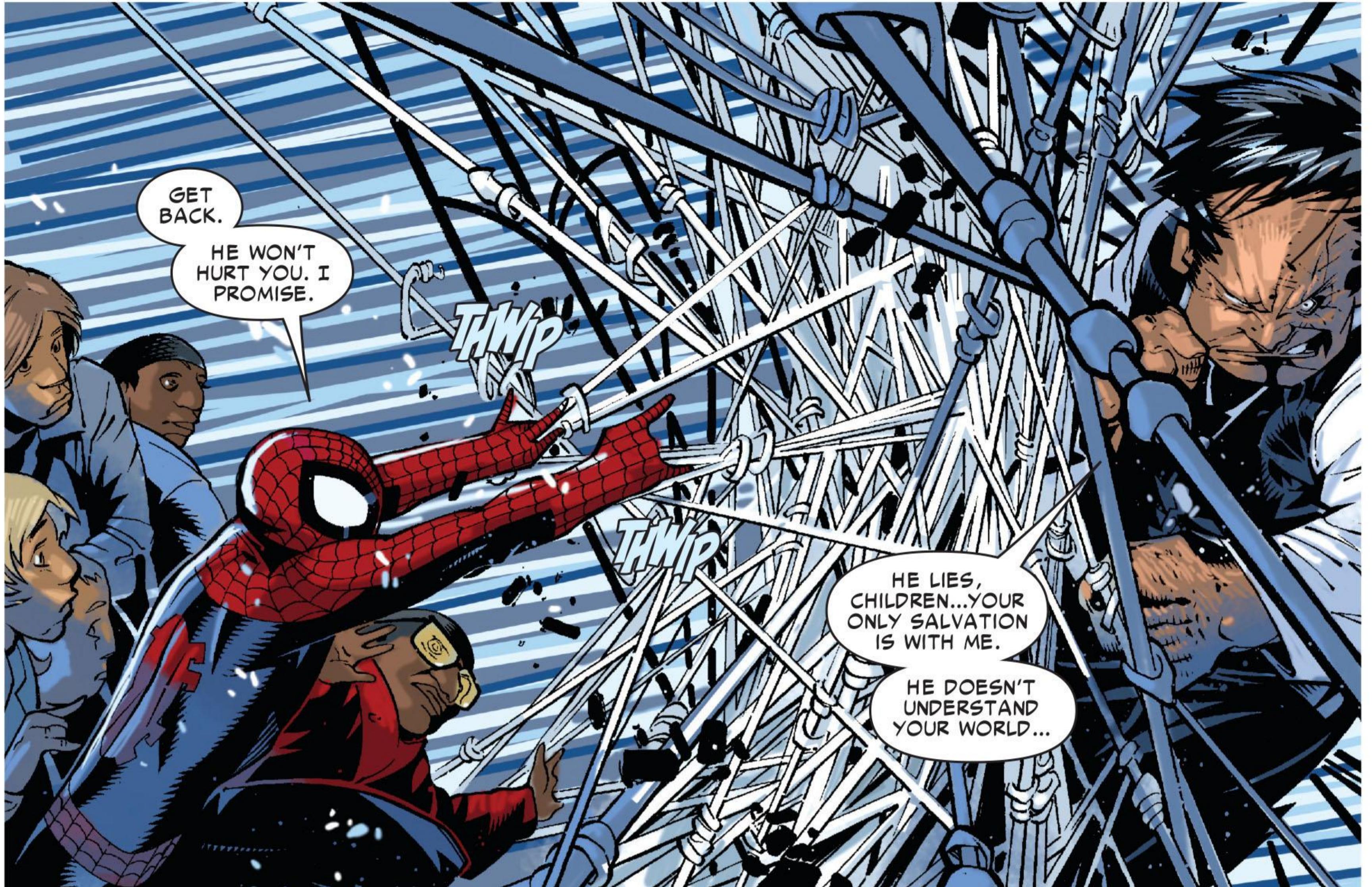
THEY'RE JUST  
KIDS! EVEN A BLOCKHEAD  
LIKE YOU HAS TO SEE HOW  
WRONG THIS IS!

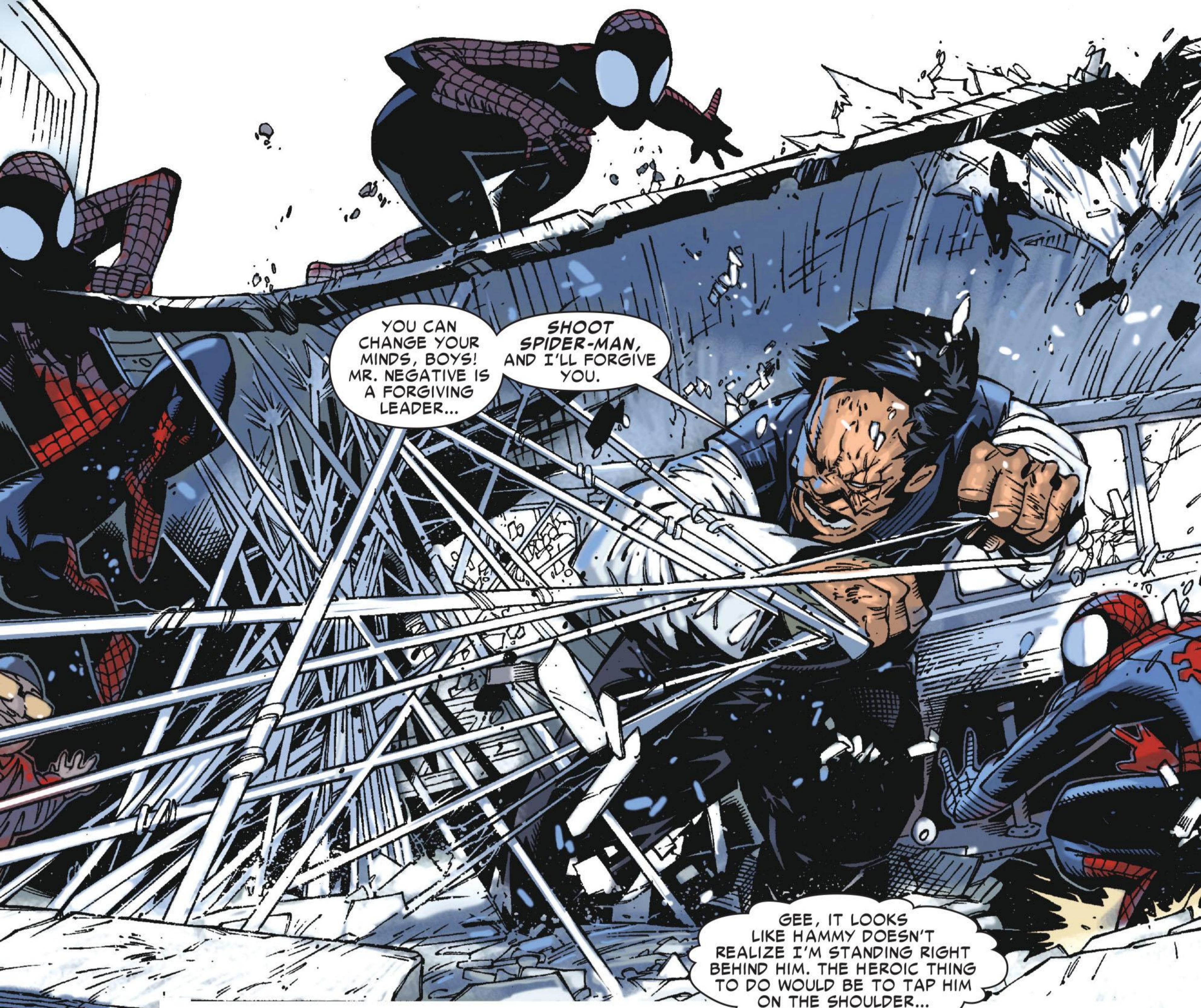
WHAT  
HAPPENED  
TO YOU?

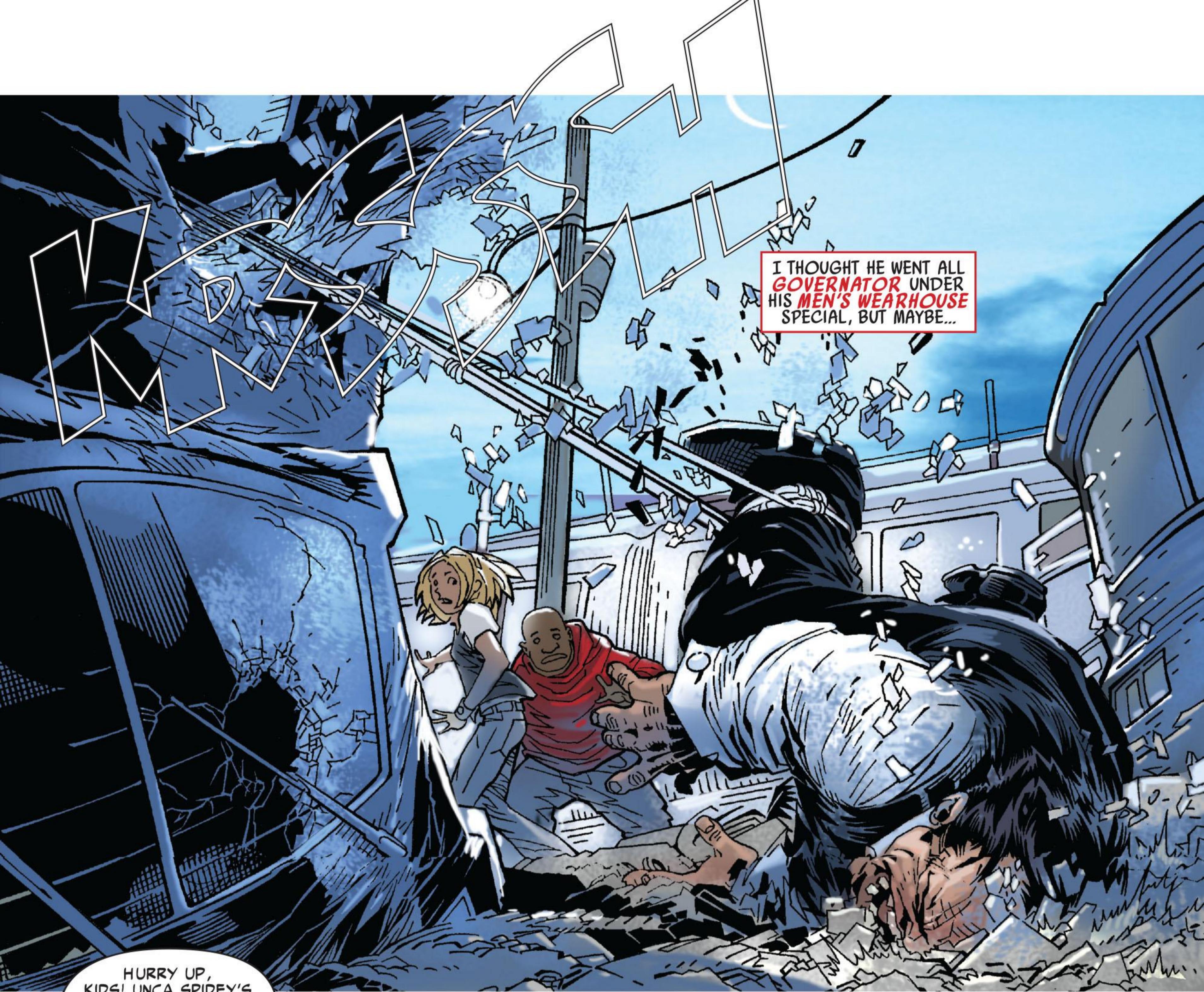


THANKS TO  
MR. NEGATIVE, I'VE  
SEEN THE WORLD FOR  
WHAT IT IS, AND  
EMBRACED IT.

I FOUND MY  
PURPOSE.







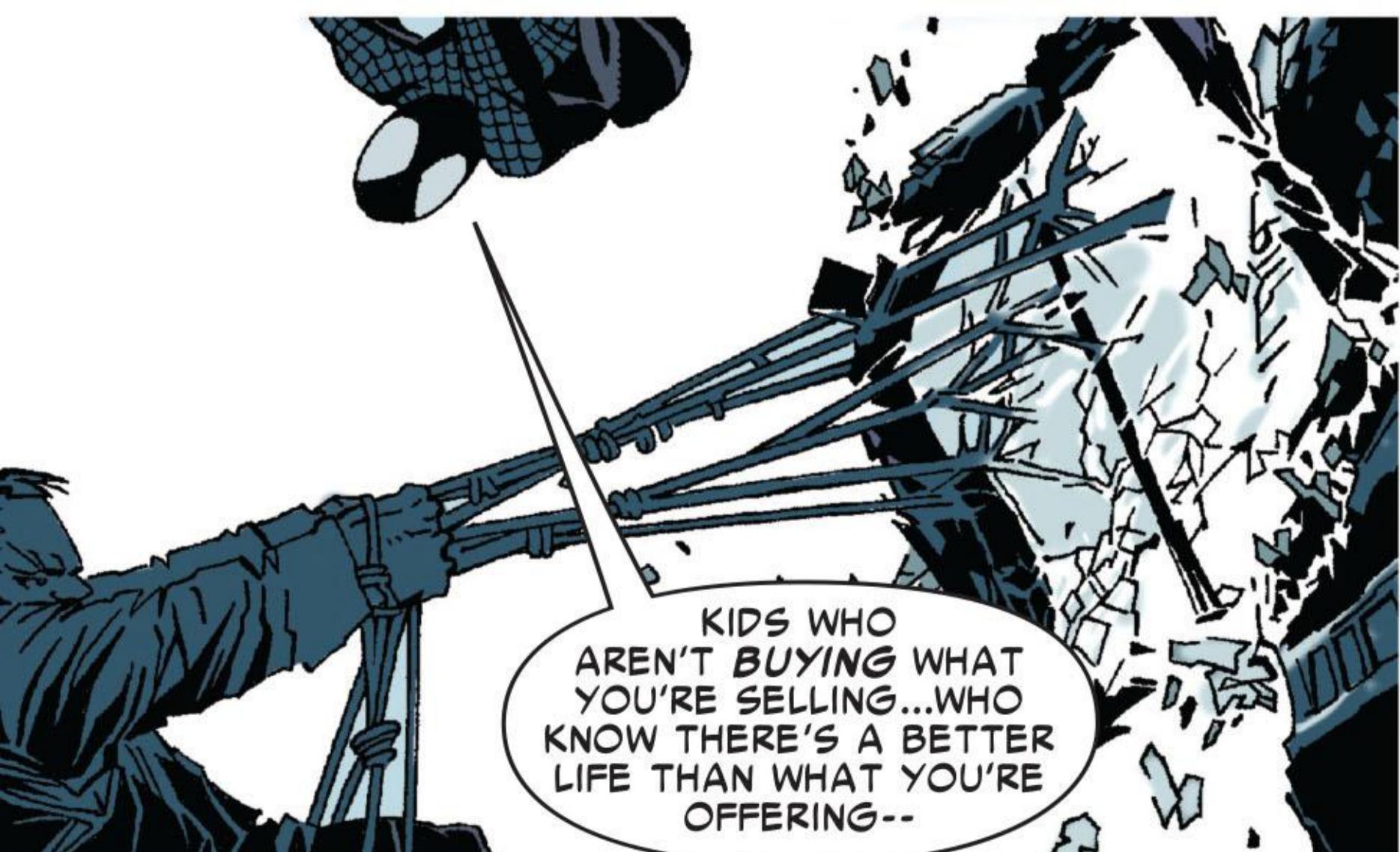
HURRY UP,  
KIDS! UNCA SPIDEY'S  
GONNA BREAK OFF A  
PIECE A' PAYBACK  
WITH A SIDE OF  
SLAP-POW!

I THOUGHT HE WENT ALL  
**GOVERNATOR** UNDER  
HIS **MEN'S WEARHOUSE**  
SPECIAL, BUT MAYBE...



KIDS WHO  
AREN'T BUYING WHAT  
YOU'RE SELLING...WHO  
KNOW THERE'S A BETTER  
LIFE THAN WHAT YOU'RE  
OFFERING--

--THAT THE  
VIOLENCE AND THE  
FEAR THAT KEEPS  
THE GANGS FAT HAS  
TO STOP WITH  
THEM--









I BET YOU TEN DOLLARS  
YOU WON'T LET ME PAY  
FOR DINNER WHEN I TAKE  
YOU OUT TONIGHT  
TO CELEBRATE.

I...  
WHAT?

**THE END**

# the AMAZING SPIDER-MAIL



Send e-mail to

[SPIDEYOFFICE@MARVEL.COM](mailto:SPIDEYOFFICE@MARVEL.COM)

(please mark as OKAY TO PRINT)

Team Spidey,

I've been collecting comics since I was little. I'm 24 now, but I keep on trucking. No less, I've mostly always read (but I haven't always) Spidey. Always been a big fan, but sometimes I just didn't like the direction it was going. To be honest, sometimes everything became too complicated and sad, and what I'm really looking for from Spidey is a good time and some great adventures. I joined back up to check out One More Day and I have to admit. I really, really didn't like it. I thought that you all were going away from what made Spider-Man special. Needless to say, I was part of the droves cursing your name.

I stayed with you guys though. I tried out Brand New Day. I started thinking "hmm...this isn't bad." Then it was "wow this is fun." Then I started to realize that this is everything that made Spidey special for me - quick witted fights as Spidey, down on his luck as per usual as Peter Parker, totally ignorant to girls loving him, having a hell of a time juggling his secret life with his real one. But really, the point is everything was fun again. It was like I had my old friend back. Still, you guys have never really left the safety zone that Brand New Day gave you. I kind of felt like we weren't getting all you had to offer us. Then came New Ways to Die.

Now it's like there really is a Brand New Day for Spidey fans, one with everything we're looking for from our favorite hero except three times a month. What more could we ask for? Well, maybe some more work by Chris Bachalo, Marcos Martin, and John Romita, Jr. Those guys are perfect for this book! Love the creative teams, but when can we see some other classic Spidey villains make some appearances? We're spoiled by not one, but two Venoms in this arc, plus the biggest baddie of all, Norman Osborn. Great stuff, but I can't wait for more.

Hopefully this isn't too long, but man, I just finished issue 570 and was grinning ear to ear from it. I had to share the love for this book.

David Harper  
Anchorage, AK



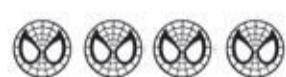
Dear Steve,

Re: ASM #570. This was another interesting issue. I really liked the interaction between Anti-Venom and Spidey. I know, of course, that Peter won't lose his powers but think of all the great things that Eddie's powers could accomplish. The only thing I didn't like about Anti-Venom is the mask. Do you really think that Anti-Venom should have such a toothy smile. I would have preferred a modified Spidey/Venom mask with closed mouth, but he is still a great character none the less.

As always, John is doing an amazing job with the art and Dan has a great feel for all the characters. With everything going on at the moment, they both do a nice job keeping everything clear while still introducing some interesting cliffhangers in each issue.

I really hope we get a Menace/Green Goblin battle in a future issue. Norman's last line in the issue was just perfect. I can't wait to see what happens next.

Nate Hartz  
Manlius, IL



Dear Steve and Co.,

This is my first time writing. I've been reading Amazing Spider-Man since around issue #480, and I was just reading issue #570, and on page 22 on the last panel Spidey was shooting webs, but with his left hand he looked like he was shooting a gun. Instead of having his pointer and pinky finger pointing he was only pointing his pointer. But besides that little spark of OCD, that issue was probably my favorite so far.

Brand New Day started out really good, but it was slowly getting not as good, but by the time "New

Ways to Die" started, I loved it again. Thanks to all you guys for putting out such a great title 3-times a month.

Alex Bagnara  
Costa Mesa, CA

**Sorry we lost you for a bit there, Alex, but as you'll soon see all the issues so have been important to the ongoing story and over the next few months a lot of different elements that you may have found unimportant will reveal themselves to be pieces of a larger whole.**

As for Spidey's fingers, I don't know what to say. I'm not even sure that counts as a mistake just a different way for Spidey to hold his hand. I'll tell ya want, if it makes you happy I'll chalk this up to something Brennan should caught and officially write him up. I mean, really, it's Thursday anyway, so he's due. Consider it done.

Dear Wacker & the Other Web Heads,  
I think BND has been pretty damn good so far.

BUT one thing sticks out in my mind, the writer/artist rotational system you've got. I mean, can you give us an indication of how you choose each writer to go with each artist?

I like the team of Slott/Martin but I'm not such a big fan of a couple of the others, so how do you get a team together? Do you try to make so that the team complements each other or do you try to give everyone a chance to work with different styles?

On this subject, who actually decides the teams? You, Steve? Tom Brevoort, is this your doing? Or maybe it goes higher up to Joey Q. or Dan Buckley? Or am I completely out and the Braintrust decide on their own partners? Whatever the case, I'd just like to know how this is decided.

Next up, I don't know if this is worth a No Prize but in Issue 570, why does Norman Osborn have a Mohawk? My guess is that being around Dr. Chen so much has caused Norman to lose some hair. Maybe it's just old age, I really don't know but what the heck happened to his hair?

On a final note, why do you give Tom Brennan so much grief? Is this a tradition in the line of assistant editors on Amazing or is it just something you do to poor Tom? Or maybe he was the one that decided to shave Norman's hair (Just sayin' is all). Whatever the case, keep up the good work.

Jonathon Smith  
Scotland, UK

Thanks for the great letter, Jonathon. I'm happy to take you and the rest of our readers backstage a bit to show you how decisions get made here at the Casa de Ideas.

As you may be able to guess, Amazing is run very differently than just about every other book at Marvel. On most other books we publish, there's a set writer/artist team and even though nothing ever really goes as planned and you might see a fill-in artists here and there, there's a certain amount of inherent stability.

On Spidey, we not only have 3-4 different writers working at a time, but we've got to keep at least 5 artists working also. Right now the artists working on Spidey are of a pretty high-caliber and they all work at a different pace which requires even more planning to make sure they are fed with script pages. Because of the different pace the creators work at, there's very little stability and no such thing as a normal day. Quite often the writers on Spidey are working on a couple of different stories simultaneously.

In general, I decide the writer/artist matchups, but it certainly isn't done in a vacuum. I consult with Brevoort, Brennan, Quesada and Buckley (all of whom give me a decent amount of leeway), but Marvel also has a talent management department consisting of Chris Allo and CB Cebulski. These guys keep an eye out for artists

who may be a good fit for Spidey and let me know when someone is available.

While I definitely consider whether or not an artist is suited for a particular story, we have a group who are all pretty flexible and can fit many different types of stories. What happens more often is that one of the creators shows a particular interest in working with someone else and as best as I can, schedules willing, I work to give them a chance to work on a story together. In the Slott/Marcos Martin example you mention, both of those guys really wanted to work together and Marcos fit the story Dan was telling, so it all sort of fell together.

What I've found over the past few months is that the only person that no one wants to work with is me!

Now as for their being a tradition of berating assistant editors in Spidey letter columns, I'm not aware of anything like that, but I'm all for starting it here! Let this stand as a challenge to all future editors of Amazing Spider-Man (I'm looking at you Warren Simons!)...build your own self-esteem up by consistently mocking down your lowly, underpaid assistants! You're cool now!

As I see it, I'm just saying publicly what editors usually say about their assistants behind their backs (you should hear the things Mark Paniccia says about Jordan White...believe me, it'd curdle your milk.). I should be respected for my fearless honesty! We all know that adversity builds character, so actually I'm helping future-Brennan become a good father for his kids and saving them thousands in future internet-based psychotherapy bills.

By the way, you've found Tom on Facebook haven't you? What're you waiting for? Tell him Simperin' Steve sent ya!

*Hey folks, Brennan here and yes indeed, I'm fine with Steve Wacker keelhauling my good name thrice monthly. We Brennans are a thick skinned people and as 8th best assistant editor at Marvel, I'm more than happy to take a shot. Besides, I just slipped a laxative into his afternoon coffee. Stay tuned!*

That's it for this time, pals and gals. Thanks for the great letters. We're going double-sized next week for a big Punisher story which also features Pete trying to get a new job and an appearance by the Bookie who may have solved the Spider-Tracer murders! Zeb Wells and Paolo Rivera bring you the main story and Joe Kelly is back with Barry Kitson to bring you extra goodies too! See ya in 7!

Simperin' Steve  
10/14/08

**Next Week!**

**Punisher and Spidey?!?**  
(What is this? 1995? Where's Wolverine?)

Tom Brennan  
Asst. Editor

Joe Sabino  
Production

Stephen Wacker  
Editor

Joe Quesada  
Editor in Chief

Tom Brevoort  
Executive Editor

Dan Buckley  
Publisher