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Things looked bleak for comic books throughout the 1970s because of plummeting sell-through rates. With each passing year, the newsstand became less and less interested in selling comic books. The industry seemed locked in a death spiral, but the Powers That Be at DC Comics had an idea to reverse their fortunes. In 1978, they implemented a bold initiative: Provide readers with more story pages by increasing the price-point of a regular comic book to make it comparable to other magazines sold on newsstands. Billed as The DC Explosion, this expansion saw the introduction of numerous creative new titles. But mere weeks after its launch, DC's parent company pulled the plug, demanding a drastic decrease in the number of comic books they published, and leaving stacks of completed comic book stories unpublished. The series of massive cutbacks and cancellations quickly became known as The DC Implosion. TwoMorrows Publishing marks the 40th Anniversary of one of the most notorious events in comics with an exhaustive oral history from the creators and executives involved (Jenette Kahn, Paul Levitz, Len Wein, Mike Gold, and Al Milgrom, among many others), as well as detailed analysis and commentary by other top professionals, who were just fans in 1978 (Mark Waid, Michael T. Gilbert, Tom Brevoort, and more)?examining how it changed the landscape of comics forever! By Keith Dallas and John Wells.

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