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Sommario/riassunto	How is it that comic books-the once reviled form of lowbrow popular culture-are now the rage for Hollywood blockbusters, the basis for bestselling video games, and the inspiration for literary graphic novels? In Demanding Respect, Paul Lopes immerses himself in the discourse and practices of this art and subculture to provide a social history of the American comic book over the last 75 years. Lopes analyzes the cultural production, reception, and consumption of American comic books throughout American history. He charts the rise of superheroes, the proliferation of