

From: Cameron Dougan [mailto:cdougan[REDACTED]]
Sent: Saturday, June 23, 2012 1:29 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

Dear John Read, Esq.,

I am writing to urge you to reconsider the government's pro-Amazon position in the case of U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY).

As both an e-book author and former co-manager of The Madison Avenue Bookshop in New York City, an independent book shop that was driven out of business in large part by Amazon's unfair discounting policies in 2002, I have witnessed the damage of Amazon's pricing tactics first hand. I believe in the spirit of competition and feel strongly that healthy competition among businesses is in the public interest--as a means of improving service and driving down prices. Unfortunately, this settlement will achieve just the opposite.

Books are a unique product--different from virtually all other consumer goods. They represent thoughts, feelings, and are protected under the first amendment. A 90% market share in this case, as Amazon currently enjoys, represents more than a risk to quality of service--it represents an insidious threat to the marketplace of ideas.

By ruling against Apple in this case, the Department of Justice's Antitrust Division, a division set up to safeguard the public's trust, will be rewarding Amazon for a decade's worth of bad faith behavior, rewarding a virtual monopoly for making up its own rules, rendering the business model of a book store obsolete.

I urge you to do the right thing here by supporting the side of competition. Companies should have to earn their market share via quality of service. When those who do provide quality are driven out of business by corporations who don't play by the rules, who literally change the rules to game the system, and then rely on the government to ensure that they can continue to game the system--that's a sad day. Please help protect my interests as an author, a book lover, and a concerned citizen.

Respectfully,

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