Mr. Read,

The law is losing it' s luster in a world where competitive doesn't mean the same thing. I'm a master's in publishing candidate at NYU and this a debate that's been on my mind (and that of the candidates in my program) for more than two years. Bigger publishers united to set prices so they could sell their product to TURN A PROFIT--not to do a disservice to consumers. Amazon is using countless loopholes in the law and positioning itself as the savior in a marketplace where prices are rising. It's obvious that Amazon has been losing money on the book prices it offers for years. Why would any conglomerate--especially Amazon--hemorrhage money, if not to push all competitors in the marketplace out, price up, and recover their losses. Books still have value. Editors, graphic designers, production managers, coders, and marketers are the reason books cost money. Publishers need these people to create quality books (very often self publishers with any kind of sales hire most if not some of these people or services individually). The delusion that publishers are turning over some tremendous profit and laughing their way to the bank at consumers is a joke. Amazon is a middle man. They produce nothing of quality. Why should they determine how much a product costs, when those struggling to create a product know how much they need to charge to keep afloat?

Do not let antiquated law and a reckless company (Amazon) destroy what's left of competition AND AVAILABILITY of books. It will do the consumer no help if every distributor is priced out of the marketplace until a single distributor raises prices because it is the lone seller left. It will also do the consumer no good if books cease to be produced by curators and not self-publishers without a clue. Consider the future and keep Jeff Besos in check!

Best,
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