

From: Kot, Rick
To: McCall, Tim; Anderson, Kent
Sent: 3/24/2010 4:04:24 PM
Subject: RE: FYI

As you said, Tim, it *is* the Wild West, and it's going to be fun (?) to see how all this plays out.

If for any reason you'd ever need an editor to sit in on an Apple meeting, you know who to call.

From: McCall, Tim
Sent: Wednesday, March 24, 2010 12:00 PM
To: Anderson, Kent; Kot, Rick
Subject: RE: FYI

It's double-talk from marcus. There was a price war under resell, and no one could compete in the digital market. RH has other reasons they're sitting on the sidelines and looking for a way to explain it to the public and to their authors and agents. They will have to move into the Apple space. Their authors and agents will insist and readers will insist.

Agency is anti-price war territory. We don't need to compete with other publishers on the price of our books. We've always priced our books around the same price in the physical world, and will likely end up doing the same thing in the digital world. We all know when it comes to reading, I'm not going to read Sarah Palin if she's \$2 cheaper than Ted Kennedy, if what I really want to read is Ted Kennedy.

Tim
212-366-2065

From: Anderson, Kent
Sent: Wednesday, March 24, 2010 11:39 AM
To: Kot, Rick; McCall, Tim
Subject: RE: FYI

Yet they seem to have no problem with *The Girl with the Dragon Tattoo* selling for \$5.50 in both kindle and physical edition on Amazon. Hmm.

From: Kot, Rick
Sent: Wednesday, March 24, 2010 11:31 AM
To: McCall, Tim; Anderson, Kent
Subject: FYI

Don't know if you've seen this

<http://www.macrumors.com/2010/03/24/random-house-holding-out-from-ibookstore-amid-fears-of-price-wars/>

