

From: Hennessey, Sheila [mailto:Sheila.Hennessey@REDACTED]]
Sent: Monday, June 18, 2012 12:13 PM
To: Read, John
Subject: Preserve the Agency Model on E-Books

Dear Mr. Read,

Before the introduction of the agency model, Amazon had a 90 percent market share in e-books, when they were selling below cost, a price far lower than indie booksellers could purchase e-books from publishers. Today Barnes & Noble, Google, Apple, Kobo, along with indies and others have joined the market, which has become far more competitive and diverse.

If the agency model goes away for a significant period of time, there is every reason to believe that Amazon will again price below cost and increase its e-book market share. This can only be bad news for the reading public, resulting in a cultural landscape offering a far less diverse range of titles being published and a much-diminished range of publishers.

I believe that the preservation of the agency model is essential for the Indie book industry. Please preserve the agency model and protect the consumer and the small, mom and pop stores from extinction, and save us from the monopoly of Amazon.com.

Thank you,

Sheila

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