

From: Where The Sidewalk Ends [mailto:chathamsidewa[REDACTED]]
Sent: Monday, June 25, 2012 7:54 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: Department of Justice / in support of publishers and agency model

Dear Mr. Read,

I am writing as owner of an independent bookstore that I co-own with my mother. We are a brick-and-mortar store in a small town on Cape Cod, and are writing to you in full support of the Agency Model which supports the free market against the overwhelming Amazon.com.

By shedding the Agency Model, the publishing industry will change drastically, particularly by discouraging new entry into the e-book market and will eliminate independent bookstores from that market altogether. You would be protecting amazon, not the consumer. Please do not confuse the two.

We are members of the American Booksellers Association, which supports the Agency Model. We, like ABA, believe that the Agency Model corrects a distortion in the market fostered primarily by Amazon.com, which, if uncorrected, will reduce or eliminate competition both on the publishing level and at the distribution level. The Agency Model is pro-competitive and enhances consumer choice. It is a perfectly legitimate mode of business. Indeed, it is a completely appropriate response to aggressive pricing strategies that include the sales of e-books below the cost at which those books were acquired from publishers.

Amazon already benefits from "showrooming" , taking advantage of physical stores who actually invest in the space in their communities, and encouraged customers to use a specific app to scan the brick-and-mortar price of items to highlight the lower online price. Their aggressive moves to swallow the entire market will end up changing the world of publishing. Please do not underestimate the value of publishers pushing against the dominance of amazon. By forcing down prices of e-books, they will change the entire industry of books.

Thank you for taking our perspective into consideration, Caitlin Doggart

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