



# Real Leaders Lead

*Leadership Coaching with Jim Kelly*

May 10, 2012

John Read , Chief, Litigation III Section  
Antitrust Division  
U.S. Department of Justice  
450 5th Street, NW,  
Suite 4000  
Washington, DC 20530

**RECEIVED** *JKM*

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LITIGATION III, ANTITRUST DIV.  
U.S. DEPT. OF JUSTICE

Dear Mr. Read,

As a 35+ year veteran of the book industry and a person in the process of writing his first book, I request you to consider the long term implications of your legal actions vs. Apple and five major publishers regarding the agency pricing model.

Although I appreciate how easy Amazon has made it to publish a book on one's own, without the knowledge and experience of the companies who have been the publishing industry's stalwarts for almost a century, I am very concerned about concentration of power in Amazon's hands. The adoption of the agency model has, in just two short years, has spread market share of e-books among far more players than when the model was instituted. As I am sure you are aware, when a company has 90% market share, they can call all the shots. It might look good and easy for me in the short run, but what happens when I am ready to publish my second and third books?

I am sure you are also aware that the agency model has been used by publishers in many other instances prior to it's use in this case. For instance, the plan has been used for decades by major publishers in selling expensive textbooks and reference books to college bookstores.

Again, I implore you to realize that your suit will create the very situation your Antitrust Division is supposed to prevent.

Thank you for your consideration,

Jim Kelly  
Real Leaders Lead Coaching  
847.373.1967  
www.RealLeadersLead.com

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