

From: Mike McGraw [mailto:curator[REDACTED]]

Sent: Friday, June 08, 2012 9:30 PM

To: Read, John

Subject: United States v. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY). Comments on Proposed Final Judgment as to Defendants Hachette, HarperCollins and Simon & Schuster."

Dear Mr Read:

In re "United States v. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY). Comments on Proposed Final Judgment as to Defendants Hachette, HarperCollins and Simon & Schuster."

I think that competition worth the name would have to have multiple viable firms. Therefore, I think that in seeking to conserve true competition in the markets for electronic books, the government should seek an outcome with not just the lowest possible prices, but with multiple viable firms. Therefore, I think that the Department of Justice got it wrong for the American consumer, with consumer being defined holistically as a participant in the marketplace of ideas. The Department's attempt to bring about "competition" as defined just as lower prices will bring only short-lived victory if it drives out of business firms that have something to contribute in bringing services and choices to local communities that one hegemonic national monopoly would have no incentive to provide.

The independent bookstores in my community help provide a network of commerce and competition that is good for all who value ideas. The aforementioned Department of Justice decision did not recognize the special nature of books as cultural works as well as commodities. Please allow the agency model.

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