

**From:** emily chenoweth [mailto:emilychenowe[REDACTED]]  
**Sent:** Saturday, June 23, 2012 12:31 AM  
**To:** Read, John [John.Read@ATR.USDOJ.gov]  
**Subject:** U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

Dear Mr. Read,

Amazon doesn't care about books; it cares about profits. Bookstores and publishers, on the other hand? Books are what they *do*. They work to promote authors and titles that matter to them, and that they think will matter to readers. They are not also going to try to sell you socks, a clock radio, or a pair of barbecue tongs.

Please do not help Amazon use e-books to target traditional brick-and-mortar bookstores.

Many books will never find their audience unless they're displayed on bookstore shelves and tables. Bookstores are also destinations for readers, in a way that no online store can replicate. No one plans to take their kids to Amazon on Saturday to browse and pick out a book, as someone who regularly takes her children to Powell's, a venerable independent bookstore, I can say that these trips matter. To me, to my kids, to my community, and the world of books.

Marketing studies confirm that readers are far more likely to buy unknown books by unfamiliar authors if they see them in a bookstore. Amazon, on the other hand, excels as a search engine for books readers have already heard of. This is one of the reasons the online market skews heavily toward familiar authors. Clearly, Amazon is committed to capturing the U.S. book market by forcibly moving it online, where it can more easily eliminate its competitors. Economic history tells us that monopolists tend to dictate terms to all participants in their markets. For the sake of our literary culture, our book market deserves a better fate.

Sincerely,  
Emily Chenoweth