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Sent: Monday, June 25, 2012 3:14 PM
To: Read, John
Subject: Amazon's monopoly

From **Ann Grifalconi**/ Author /residing at 124 Waverly Place/NY, NY 10011 E
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Dear Counsel Read:

Today being the deadline for author comments in consideration of impact factors against letting Amazon preach "free trade" when, in fact, it is pricing out its "free browsing" bookstore competition by scheming to temporarily "absorb" its so-called losses WHY? :In order to totally gain control of the entire booksale market).

IMPACT:

We authors write with passion and without any sure pay in order to preserve and continue the free distribution and undisturbed perusal of ideas in the public arena.
WHY?We know our lives & very democracy depends on these new and continuous unobstructed concepts entering the dialogue -- where they will be freely filtered thru to the individual citizen at a reasonable , absorbable pace that we call "READING",
WHERE to start? (Of course, there are magazines & newspapers, too -- but not in the depth of individual books)

PROCESS:

There's the very idea we've "heard" about, and then there's the " scan" of a number of books-- to find out where it is best expressed.
Today, where else does that occur than bookstores?
That is where the individual thesis is fully set forth, explored and argued to a full and explicit demonstration of the case to consider.
It is then OUR CHOICE -- through browsing, or speedreading, or carefully absorbing selected passages--, a process that adds up to the eventual selection of that final book that we can finally(if also subjectively) say is the *most clear, and attractive in its presentation-- and, having the most depth--for us, individually!*

What do we Have Here?

Would you abort that important , time-engaging human reasoning process for a "flash presentation" on Amazon?

How, in fact, are you to develop and sharpen your tools of reason and concern about your citizenship, your careful parenthood, your childs' development and creativity, your family's future-- the very future of your world ? These ideas take time and thought!

They are not necessarily popular, sleep inducing novels , to fall asleep with- by "Big Name, novelists (Those are Amazon's spine)

There are thousands of other idea inducing books- in the ADULT & CHILDREN's field that should be looked for- TO BE READ because they are ORIGINAL, THOUGHTFUL, DELIGHTFUL, IMPORTANT, UNIQUE & SHOULD NOT BE MISSED.

THAT IS THE FUNCTION OF THE **BRICK& MORTER BOOKSTORES** ACROSS AMERICA- THE WORLD.

THAT UNIVERSE HAS **REAL COSTS:**(LIGHTING/ SPACE/ STAFF/ACCOUNTING/ STORAGE& SHIPPING) **TO CHARGE AGAINST** A FRACTION OF EACH BOOK-- AS DOES THE RELATED **PUBLISHING** ENTITY:(EDITING, THE PHYSICAL BOOK, ADVERTISING)

(ALL THIS BEFORE THE SMALL AMOUNT LEFT IS PAID IN ROYALTIES TO THE **AUTHOR, THE LAST IN THE CHAIN**)

• **So, where does this necessary PRICING process, reflected in the final bookstore price , go finally,** when Amazon preaches "free trade"--when, in fact, with no responsibility of production costs, it is pricing out its "free browsing" bookstore competition (and thus, almost all thoughtful publishers -- & authors with it ?

Ann Grifalconi, Author/Illustrator/ Novelist