

From: Dan Gillmor [mailto:d[REDACTED] ]  
Sent: Monday, June 25, 2012 10:04 AM  
To: Read, John  
Subject: U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

Dear Mr. Read,

I write as an author and member of the Author's Guild. The Guild believes the antitrust action against Apple and publishers is misguided. I believe the opposite is true.

The opponents of this action are taking a curious position, which I'd frame roughly as this: Price-fixing is fine when it saves businesses we consider useful to the interests of our traditional industry.

I am not against traditional publishing. Indeed, I hope my next book project is taken on by a traditional publisher (under terms that reflect the reality of today's world). But Amazon (disclosure: I own a small amount of stock in the company) has done more to spur genuine competition in the book market than the traditional publishers, Apple and bookstores have ever done.

Amazon has many faults. But selling books as loss-leaders isn't one of them, and it's not the same as predatory pricing. If you were to find that Amazon was engaged in predatory pricing, you would be entitled -- actually obliged -- to take the company to court to stop it. (Perhaps the publishing industry should do so if it truly believes its panicky rhetoric.)

Again, I support your lawsuit. The future of publishing includes fierce competition in the e-book marketplace, and that is what you are trying to protect.

Sincerely,

Dan Gillmor

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