

**From:** Paul Jaffe [mailto:pjaf[REDACTED] ]  
**Sent:** Monday, June 25, 2012 7:53 PM  
**To:** Read, John  
**Subject:** Preservation of Agency Model for eBooks

Dear Mr. Read

I write to you as co-owner and founder of Copperfield's Books Inc. Copperfield's has been an independent bookseller for 31 years and is the largest bookstore operation in northern California north of San Francisco. We are 6 bricks and mortar stores and are part of the IndieCommerce site used by independent bookstores across the country.

I write to urge you to consider preserving the Agency Model for eBooks as I believe it is crucial to the survival of many independent bookstores in this country.

I have been in the book business long enough to witness the fallout from heavy discounting of books that started occurring in the late 1980's and recognize that if an agency plan for eBooks is stripped away a similar reaction will be felt by many independent bookstores. It will only serve to continue to eliminate competition among book retailers.... as I am sure you are aware of the changes in market share for independent bookstores during the past few decades.

When one or two retailers are able to sell below cost in order to gain market share it may be a short time boon to consumers/reading public but in the long run there is a cumulative impact that degrades the entire retail environment and is ultimately anti-competitive.

We only have to look as far back as a century ago to see how a smart capitalist by the name of Rockefeller was able to open gas stations around the country, sell below cost and ultimately wipe out most of his competition. This pattern has been re-created time and time again to and we never seem to learn from history. This is not a business model we should support or be proud of.

You have the opportunity to change history and stop the commodification of books. What is good for the consumer/reading public in the short run is not the question or answer here.

The question is the fate and cultural value of books which the Agency Plan is trying to uphold.

Sincerely,

***Paul Jaffe, President***

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