

-----Original Message-----

From: Lauren O'Niell [mailto:ki[REDACTED]]

Sent: Monday, June 25, 2012 6:05 PM

To: Read, John

Subject: DOJ / Apple case

Mr. Read,

I am professional bookseller in San Francisco, and I write to state, emphatically, my opposition of the Department of Justice's case against Apple / Macmillan / Penguin Group USA.

The "agency model" for ebook pricing was an organic, intelligent, consumer-fair method of ensuring healthy market competition among book and information sellers. To put that model at risk is--not effectively, but exactly and explicitly--to grant one corporate entity (Amazon) a monopoly of the digital book market, which not only further endangers any other booksellers and limits productive competition but, more importantly, endangers the marketplace of ideas by giving even more financial and distributive power to a corporation who continues to accumulate more and more of the power to decide what books get printed, and what ideas are allowed to circulate.

The risk of allowing Amazon this accretion of power (even more than it already has) is the risk of further shrinking the field on which original thought, ideas, and voices are allowed or not allowed to be heard. For the health of the economy and for the health of the mind of the country, the Department of Justice cannot afford to penalize publishers for allowing other booksellers than Amazon to have a fair shot at being a real, vital, healthy method of distribution for books, and for allowing them to foster the intellectual freedom and health of thought they are necessary for.

Sincerely,
Lauren O'Niell

--

Lauren O'Niell
Children's Buyer & Section Manager
The Booksmith
1644 Haight St.
San Francisco, CA 94117
415-863-8688