

Subject: Book Publisher Update
Date: Mon, 21 Dec 2009 15:01:05 -0800
From: "Eddy Cue" <cue@apple.com>
To: "Steve Jobs" <sjobs@apple.com>
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I had good meetings with 3 publishers. All the talks went well and everyone understood our position and thought it was reasonable. They saw both the plus (solves Amazon issue) and negative (little less than they would like). They came up with exceptions (e.g. Harry Potter & Stephen King) where the book list for more \$35 and \$12.99 is too low. I told to focus on the other 99% and we can figure out how to solve the exceptions. They are all going to call me back by Wed.

Eddy

----- end message -----

Exhibit 17
Cue
03/12/13

K. Schroeder
csr, rpr, crr

Confidential

APPLEBOOK-00013734

