

From: Steve Jobs <sjobs@apple.com>
To: Sethh Humphrey <[REDACTED]>
Subject: Re: RE:
Received(Date): Wed, 10 Feb 2010 15:46:51 -0800

How do we stop the publishers from setting their own prices and terms? They own the distribution rights to the books, not us. They were already rebelling against Amazon before we ever talked to them.

Sent from my iPhone

On Feb 10, 2010, at 2:35 PM, Sethh Humphrey <[REDACTED]> wrote:

Yes, but the change in prices only comes after your company has let major publishers set there own prices. Theses publishers must realize that they have almost 100% profit coming in from these e-book because no paper is used. There are other fees and such but still. Greed does not beget most, even those at the top.

Sethh T. Humphrey
Box 765

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

From: Steve Jobs [<mailto:sjobs@apple.com>]
Sent: Tue 2/9/2010 11:32 PM
To: Sethh Humphrey
Subject: Re:

It's the publishers that are raising prices, not Apple.

Sent from my iPhone

On Feb 9, 2010, at 8:32 PM, Sethh Humphrey
<[REDACTED]> wrote:

> Hello Mr. Jobs. I don't really expect a reply from this, but here
> goes. I am a mac and kindle owner. And with Apple strong arming
> Amazon into raising e-book prices, this is detrimental to my reading
> as a college student. You have so much. Wouldn't it be okay for us
> little guys to have something? If you read this, thanks for your
> time. Peace.
>
> Sethh T. Humphrey
> Box 765
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