

Subject: Fwd: Event  
Date: Sun, 24 Jan 2010 07:17:20 -0800  
From: Eddy Cue <cue@apple.com>  
To: Keith Moerer <kmoerer@apple.com>  
Message-ID: <BA741F99-5B48-400B-8795-E2D32C589C9A@apple.com>

FYI

Begin forwarded message:

**From:** "Sargent, John" <[John.Sargent@macmillan.com](mailto:John.Sargent@macmillan.com)>  
**Date:** January 24, 2010 10:13:40 AM EST  
**To:** Eddy Cue <cue@apple.com>  
**Subject:** RE: Event

It is a complex one, but no entrenched player with power on the device side. We are number 4 in higher ed. Coursesmart also throws in an interesting wrinkle. Would be happy to give you a walk through the various issues, but not this trip!

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

From: Eddy Cue [<mailto:cue@apple.com>]  
Sent: Sun 1/24/2010 10:04 AM  
To: Sargent, John  
Subject: Re: Event

Yes, we absolutely want to do textbooks next. There are definitely some different issues that we have been thinking about that we want to get your team's thoughts on. For example, different restrictions on use, better formats than epub, selling individual chapters, etc. We obviously haven't had much time to think about the answers yet, but it is something we want to do. Our products have very high marketshare in K-12 and HigherEd. It would be great if we could start the conversations in mid-Feb. And I won't leave until we sign. Just kidding :)

Eddy

On Jan 24, 2010, at 9:16 AM, Sargent, John wrote:

I cant make the event, but am hoping you can hook me up to watch it somehow. As for Friday, I hope to be in, but suspect I will be in Seattle or traveling back. If I'm in I'll make sure to be available. Hey, and next up we can start talking college textbooks. You will look back fondly on working with trade guys...

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

From: Eddy Cue [<mailto:cue@apple.com>]  
Sent: Sun 1/24/2010 1:38 AM  
To: Sargent, John  
Subject: Event

As I recall you are not going to the event on Wed, right? Also, I hope to stop by on Fri to show you the device.

Eddy



color 000000 date-sent 1264346240 flags 33815681 original-mailbox  
imap://kmoerer@mail.apple.com/INBOX remote-id 341699 subject Fwd: Event

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

