

From: Sherryl Woods [mailto:SAW11[REDACTED]]  
Sent: Saturday, June 23, 2012 4:16 PM  
To: Read, John [John.Read@ATR.USDOJ.gov]  
Subject: E-Book settlement

Dear Mr. Read:

As a reader/consumer first and a New York Times bestselling author second, I strongly encourage you not to pursue any settlement which would allow one company -- Amazon -- to use its predatory pricing practices to undermine the entire publishing industry. Monopolies, whenever and however they occur, are not good for the overall health of any industry, something I thought had long ago been established by the federal government.

To be specific, when Amazon chooses to sell -- at a loss -- the e-book version of one of my gift hardcovers (An O'Brien Family Christmas, October, 2011) for well below the retail price of \$16.95 and even well below any traditionally acceptable discounted price at brick and mortar retailers, the sole purpose is clearly to dominate the marketplace, since there is no profit incentive. No company can stay in business for long with such practices and can only be viewed as using them for a short-term gain of market share. Any cost benefit for consumers will likely vanish the instant dominance has been established. That's how price wars and any resulting monopolies work.

Please consider the long-term ramifications of any decision which might grant Amazon this unwise and illogical competitive edge.

Sincerely,  
Sherryl Woods

Sent from my iPad