

From: dani[REDACTED] [mailto:dani[REDACTED]]
Sent: Sunday, June 24, 2012 7:40 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: Department of Justice antitrust division case regarding the publisher agency plan

John Read,
chief of Litigation III Section,
Antitrust Division,
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

Dear Mr. Read,

As a small businessman, I am constantly being told by politicians that my voice is important. We're told that we are the bedrock of business, that we are the job creation engines of this country.

It appears, however, that the Department of Justice might be deciding that the practice of selling electronic books on the agency plan, a practice that helps small businesses such as my bookstore, will not fly.

The truth is that in the long term, Amazon's plan is to achieve market dominance by crushing its competitors-not just retailers but also publishers.

Under the agency plan, more players have entered the market. Under the agency model, we independent bookstores can continue to survive, by being able to compete in this fast-growing part of the business, along with Barnes and Noble, Apple, Sony, Google, and other players.

By helping independent bookstores, communities all around the country will have an important community resource, offering a community gathering space, a treasured third place, an event resource, and the bedrock of the shop local movement which helps other independent retailers.

Please consider small retailers such as independent bookstores in this important case.

Sincerely,

Daniel Goldin
Proprietor
Boswell Book Company
2559 N Downer Ave
Milwaukee WI 53211