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Geographic Fragmentation in the EU Market for e-Books: The case of Amazon

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Geographic Fragmentation in the EU Market for e-Books: The case of Amazon

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Bertin Martens

2015

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This publication is a Working Paper by the Joint Research Centre of the European Commission. It results from the Digital Economy Research Programme at the JRC Institute for Prospective Technological Studies, which carries out economic research on information society and EU Digital Agenda policy issues, with a focus on growth, jobs and innovation in the Single Market. The Digital Economy Research Programme is co-financed by the Directorate General Communications Networks, Content and Technology

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Abstract

This study examines geographical market segmentation in the market for e-books in the EU, based on data from the Amazon Kindle e-books store, the market leader. Residents in all EU countries have access to the Amazon US Kindle store. However, access to Amazon's 6 e-book stores in the EU (UK, Germany, France, Spain, Italy and the Netherlands) is restricted to residents in each of these countries and in 4 neighbouring countries with which they share a language. There is no cross-border store access between these 6 countries. Because e-book catalogues are 93% overlapping between these 6 stores, cross-border access restrictions do not significantly affect cross-border availability in the EU6+4=EU10. Even for the remaining EU18 cross-border availability is very high because they have access to nearly all e-books in the EU6 stores via the Amazon US store. They have no direct access to the EU6 e-book stores however. Lifting digital access walls for Amazon e-book stores in the EU would result in a small increase only in the book titles available to EU consumers.

E-book prices vary between Amazon EU stores, and between EU and US e-book stores. Currently, EU10 consumers can find price arbitrage opportunities between their local store and the US store only. Consumers in the remaining EU18 can buy from the US store only. Lifting geographical access restrictions would increase price arbitrage options, especially for EU18 e-book consumers. However, the welfare impact is difficult to predict as it might lead to increased price convergence, with winners and losers. E-book prices excluding VAT appear to be negatively correlated with VAT rates. This reduces consumer price variation despite variations in VAT rates across countries.

The discrepancy between universal access to the US e-book store and geographically restricted access to the same e-books in EU stores indicates that access is driven by commercial considerations rather than objective legal barriers related to the EU copyright management regime. Market segmentation piggy-backs on but is not driven by the copyright regime.

1. Introduction

In May 2015 the European Commission launched its Digital Single Market strategy that seeks to open up access to online markets across the EU, including full cross-border availability, accessibility and portability of digital media. At first sight, this may seem like a somewhat strange policy initiative in the internet age where worldwide unimpeded access to all kinds of online services is often taken for granted, irrespective of geographical distance or state borders. However, the reality is often quite different, especially for digital media where a mixture of legal (copyright) issues and commercial strategies often results in geographic market fragmentation. Earlier studies showed that cross-border accessibility and availability of digital music and films remains a problem in the EU (Gomez & Martens, 2015; Batikas et al, 2015) with negative effects on consumer welfare (Aguiar & Waldfogel, 2015). The EU Services Directive (2006) seeks to make all services available in all EU Member States without geographical limitations, including online services such as digital media content on the internet. Article 20 of the Services Directive explicitly prohibits price differentiation and availability restrictions between Member States - unless there are objective reasons to do so. Copyright law and other legal restrictions in Member States may be an objective reason.

This study targets a particular type of digital media: e-books. The market for e-books has grown at a fast pace in the last decade but there are signs that this growth may be petering out. Recent Nielsen Bookscan data suggest that the US e-book market is plateauing since end 2013¹, though there is considerable debate on this. E-book penetration in the EU is lower than in the US (13% of book sales) and highly variable across countries, ranging from 11% in the UK to 5% in Germany and barely 1% in France and Sweden (Wischenbart, 2014). Wischenbart (2014) attributes low penetration rates to high e-book prices in Germany and France that stick to fixed retail prices for print books and active e-book lending libraries in Sweden.

We focus on one distributor of e-books, Amazon, because it is the main player in the e-books market with shares reaching close to 70% in the US, 60% in the UK and around 40% in Germany and Spain (Wischenbart, 2014; Li, 2014). Amazon has 6 online shops in the EU (UK, France, Germany, Spain, Italy and the Netherlands). A study for a single shop makes it easier to compare catalogues, pricing and accessibility across the EU. Since Amazon sells both e-books and print books it also allows us to compare availability, access and pricing across different formats of the same book title.

Several researchers have examined the Amazon US book store catalogue and prices to estimate the welfare effects of higher product variety in online catalogues and Amazon pricing strategies. Brynjolfsson et al. (2003) find that the vast increase in product variety in online bookstores, compared to offline, boosts consumer welfare in online shopping. Chevalier & Goolsbee (2003) examine price competition between online bookstores and find that pricing below the profit maximizing level is attractive in fast-growing markets with switching costs related to the purchase of the reading device. Ghose and Gu (2006) explore how large platforms can reduce search costs for consumers and its impact on competition and market structure. Reimers & Waldfogel (2014) show that both e-books and print books continue to be priced below profit-maximizing levels on Amazon, an indication that Amazon seeks to maximize market share rather than profits. Amazon has been criticized for this practice by publishers. It counter-argued that price elasticity for e-books is high (estimated at -1.7 by Amazon)

¹ See <http://www.publishingtechnology.com/2015/01/what-nielsen-bookscan-data-tells-us-about-ebook-sales-cycles-the-ebook-plateau/>. However, this may be due to the fact that Nielsen data only cover part of the market, e-books with an ISBN number. Most self-published e-books on Amazon have no ISBN number and only carry an Amazon-specific ASIN number. That would suggest that growth is slowing in formal e-book market but not necessarily among indie publications.

and it would therefore be in the interest of publishers and authors to reduce prices. We are not aware of studies that investigated the EU market for e-books.

The EU market for cultural goods is characterised by a high degree of linguistic and cultural fragmentation and substantial heterogeneity in production and consumer demand across the 28 EU Member States (See Gomez & Martens, 2015, 2016; Aguiar & Waldfogel, 2015, 2016). Moreover, the copyright management regime in the EU is segmented on a national basis. The EU Copyright Directive sets some minimum standards for harmonisation among the Member States. However there is no full convergence and implementation is handled by each Member State separately.

The objective of this study is to measure the extent of geographical market segmentation among the 6 Amazon book stores in the EU in terms of access, catalogues and pricing and possibly draw some conclusions about the interaction between legal market segmentation induced by the copyright regime and commercial segmentation strategies. Geographical fragmentation can be measured from several angles. Cross-border availability compares to what extent catalogues overlap across countries. Cross-border accessibility checks if catalogues are accessible to consumers in other countries, irrespective of the content of the catalogues. Portability means that consumers can access media products and subscriptions when they travel outside their country of residence. Substantial variation in prices across country markets is an indicator of market fragmentation, especially when price arbitrage is blocked by online shops. Restrictions in availability, accessibility and portability can be due to legal barriers and to commercial strategies pursued by book producers and distributors, for instance for price discrimination purposes.

Our data source is the e-books Top-100 that Amazon publishes for each of the 6 EU Amazon stores and in the US store. We collect the titles and prices of these Top-100 e-books in each store. We find that e-books are on average around 60 per cent cheaper than paperbacks. The UK appears to be the most expensive EU Amazon e-book store. Prices in the remaining 5 EU Amazon stores are 9-12% lower. Prices excluding VAT are negatively correlated with VAT rates. Amazon tries to reduce price variation across countries despite variations in VAT rates. Nevertheless, there is significant price variation per title across stores.

Contrary to the US Amazon.com e-book shop that is universally accessible, including for EU residents, Amazon's EU6 e-book shops are accessible only to residents in these 6 countries plus 4 neighbouring countries. We check if the Top-100 titles from each country are available, and at what price, in the other stores. We find that average availability of e-book titles across the 7 Amazon book stores is high at 93 per cent in the EU10 countries that have direct access to one of the Amazon e-book stores in the EU². The remaining EU18 can only access these books through the Amazon US store. Still, they will find 95 per cent of all EU6 Top-100 e-books in that store. Cross-border availability of e-books in Amazon is higher than comparable statistics for digital music in the market leader store, Apple iTunes (Gomez & Martens, 2015).

Access restrictions facilitate price differentiation. EU10 consumers can price arbitrage between their local Amazon store and the US store. Average US prices are higher than in the EU6 stores. However, at book title level, the standard deviation of prices between US and EU stores ranges from 2.69€ in the UK store to 4.84€ in the French store. EU10 consumers may find considerable price arbitrage opportunities for specific titles. Consumers from EU18 have no price arbitrage options. Moreover, Amazon does not allow price arbitrage between EU stores.

Elimination of cross-border access restrictions would only have a very small impact on the variety of e-books available to EU consumers. Lifting store access restrictions would probably lead to more price convergence. However, the welfare impact would be difficult

² Cross-border availability may be lower in the long tail of e-books. We did not collect data on the long tail.

to predict as it may produce winners and losers. We conclude that variations in cross-border availability of books is not a motive for maintaining geographical access restrictions; only commercial strategies that seek price differentiation across markets can explain the observed restrictions.

2. Cross-border access

Amazon operates country-specific Kindle e-book stores in 6 EU Member States: the UK, Germany, France, Spain, Italy and the Netherlands. These stores only sell e-books to consumers in these countries and in 4 neighbouring countries (Belgium, Luxembourg, Ireland and Austria) that share a language with the 6. For example, customers in Austria can purchase Kindle e-books in the German Amazon store. Customers in Belgium and Luxembourg are the most privileged because they can access two neighbouring Amazon stores. As a result, 10 EU countries in total have *direct* access to one of the 6 Amazon e-book stores in the EU. Consumers in all these countries, and from the remaining EU18 countries, can buy Kindle e-books from the US Amazon store. For these EU18, the US store is the only gateway to Kindle e-book titles. The EU10 can also buy from the local EU e-book store in their (neighbouring) country. Amazon's access policy for Kindle e-books and devices is explained on its webpages³; Table 3 summarizes that information.

The wide discrepancy between universal access to the US e-book store and geographically restricted access to EU stores demonstrates that access is driven by commercial arrangements between Amazon and the book publishers rather than by legal obstacles in the EU copyright management regime. Market segmentation may piggy-back on the copyright regime but is not driven by it.

Amazon uses the postal address of the account holder to determine the country location of the user, not the IP address of the computer or the credit card number of the account holder. A user can specify only one country of residence. However, account holders can easily switch to another Amazon store by changing their residence address at any point in time by providing a different postal address in another country. We checked this possibility by changing several times the country of residence on an existing Amazon account and ordering an e-book from a different country store in each case; it worked. With some effort a more sophisticated consumer could use this to switch to any EU e-book store. The digital geographical walls around the Kindle stores seem to be rather permeable, subject to switching costs. Since digital content is not physically shipped but directly delivered to the Kindle device, the physical address does not really matter.

These digital walls apply only to e-books. Print versions of e-books (when they exist) can in principle be bought and shipped by consumers to any country from any Amazon store independently of the country of residence of the account holder – with extra shipping costs. In some cases book publishers may still block shipment to other markets. Cross-border delivery of print books sold by third-party sellers in the Amazon Market Place may also be restricted. Users will receive a message saying that the seller cannot ship to the selected address.

³ <http://www.amazon.co.uk/gp/help/customer/display.html?nodeId=201270050>

3. Cross-border availability

Full geographical market segmentation by means of digital walls can limit consumers' access to their preferred titles. However, to the extent that book catalogues across country stores overlap consumer may still be able to access these titles. In this section we measure the extent of cross-border availability at title level or, in other words, the extent of overlap between Amazon e-book catalogues between countries.

We collected availability and price data for a sample of Top-100 e-book titles and the corresponding print book versions in each of the 6 EU Amazon stores (UK, Germany, France, Spain, Italy and the Netherlands) and in the US store in June 2015. Each store mainly serves its own language market so that the Top-100 lists are very different by country. The aggregation of 7 Top-100 lists yields 696 unique titles (598 if only the 6 EU Top-100 lists are aggregated). These figures show that there is virtually no overlap between Top-100 lists across countries⁴. This indicates very high cultural and linguistic differentiation in the EU. Countries have their own preferred authors and books. This also explains why Amazon maintains separate stores and Top-100 lists in each country. It enhances consumer welfare because it focuses on locally preferred products.

However, popular books are often translated in many languages and Top-100 lists can overlap because of translations. We did not identify translations and treated different language versions of the same book as (linguistically) different products. Together with the title we collected the name of the author, the publisher, the price of the Kindle e-book version and the printed versions (paperback and hard cover, if available) and sales rank. In a second step, we used the aggregated list across stores to check availability and prices of each title in each Amazon store.

We define an availability indicator as the ratio of actual over potential availability. If every book title would be available in every store, the ratio would peak at 100 per cent. Table 1 shows there is some limited variation in availability of the 696 titles across stores and across book formats. About two thirds of all e-book titles are available in paperback version and about 18 per cent in hardcover version⁵. Table 2 shows that availability across the 6 EU Amazon stores is nearly 100% for e-books from the EU6. When we include the Top-100 US e-books, availability is still very high at 93%. For consumers in the EU18 countries availability of e-books is almost equally high around 95%, despite the fact that they have no direct access to the EU6 Amazon stores and have to make a detour via the Amazon US store.

⁴ Maximum variation would have been $6 \times 100 = 600$ different titles. Here we observe 598 different titles.

⁵ The Netherlands store did not sell print books at the time of the research.

4. Prices

Amazon has stirred considerable controversy with its pricing policies. At the heart of the dispute is the opposition between agency and wholesale book pricing models. In the agency model, publishers fix a mandatory retail price and distributors get a fixed margin (usually about 30%). Under the wholesale pricing model publishers set a Recommended Retail Price (RRP) and sell to retailers at roughly half the RRP. Retailers are then free to sell at whatever price they want (see Figure 6). Amazon's large market share generates economies of scale and lowers distribution costs. This enhances its ability to discount and strengthens Amazon's retail market power. Ultimately, it increases its market share compared to smaller (e-) book distributors. It improves customer awareness and loyalty.

Amazon claims that e-book sales are highly price-elastic. Discounts therefore boost revenue for publishers and authors, as well as consumer welfare. According to its own estimates, the price elasticity of e-books is -1.7 – and Amazon holds the best data to estimate this. Publishers claim that Amazon's low pricing devalues their products and promote the agency model in an effort to save print book sales from wholesale e-book discounts with which they cannot compete. The data collection capacity of large online platforms like Amazon creates information asymmetry between consumers, producers and platform owners and puts Amazon in an advantageous position to design market-share maximizing commercial strategies. Reimers & Waldfogel (2014) show how Amazon prices below the profit-maximizing equilibrium price, an indication that it seeks to maximize market share rather than profits.

Price data were collected from the point of view of a not logged-in user⁶. This creates additional complications with VAT rates. Since 1 Jan 2015, the EU applies the country of destination VAT rule for online sales. The price of e-books on screen should therefore include the VAT rate applicable in the country of residence of the consumer. Amazon can only know that country of residence when the user has logged into his account. Prices shown without logging in will thus include the VAT rate in the default country of the Amazon store. US Amazon store prices do not include any VAT unless the user has logged in from a European account. Price comparisons should take into account these variations in VAT.

An example of price variations is shown in Figures 2a-2c for a single e-book title "The girl on the train" when purchased in the Amazon US store (Amazon.com). The price ranges from 14.80 US\$ when the user is not logged in, to 11 US\$ when logged in from Spain and 8.72 US\$ when logged in from the UK⁷. Differences in VAT rates alone cannot explain this because VAT rates on e-books in the UK and Spain are nearly identical (20 and 21% respectively, see Table 6)⁸. Amazon may change book prices very regularly depending on market conditions linked to demand and price competition, the prices of printed and local language versions, and competition from third party sellers in the Amazon Market Place (many of whom do not deliver cross border). Amazon's rapid response pricing algorithms create a very flexible pricing strategy but also induce a degree of price dispersion across country stores.

⁶ The price of e-books and print books on screen includes VAT rates in the country of residence of the consumer (when the consumer is logged into his Amazon account). Physical transport costs are added to print books only when the user goes to the shopping basket.

⁷ Since registration is a manual and time consuming process we only checked this a few times and not systematically throughout the sample. When a title and price are shown in an Amazon store, we took this as an indicator of availability in that store. However, there is no certainty that this title can effectively be delivered to the country of residence of the user. The shopping process may sometimes be stopped only at the last step (when the "order" button is clicked) as we found out through some random checks with zero-priced e-books where we pushed the order button. As a result, cross-border accessibility (but not availability) may be overestimated in our data.

⁸ Delivery costs for print books are only added in the shopping basket when checking out and not collected for this study.

Table 5 presents summary statistics on price dispersion inside each country store for the complete set of 696 e-books (and the corresponding set of print versions, if available) across stores. Specific book and publisher pricing policies in the EU Member States will be somewhat ironed out by taking averages across the full set. First, e-books are on average around 7€ or 60 per cent cheaper than paperbacks and 12€ or 75 per cent cheaper than hardcovers (for the same titles). We found only 20 cases where the e-book price was higher than the paperback price in at least one country. Second, it confirms that the average e-book price including VAT varies little across the 6 EU stores. Taking the average book price in the UK store (the most expensive store) as a reference, the average book price across the remaining 5 stores is 9-12% lower than in the UK. There is obviously substantial price dispersion across books within country stores. Third, prices excluding VAT are negatively correlated with VAT rates in the 5 countries: -0.03 for e-books and -0.11 for print books. Amazon clearly tries to keep the final price fairly stable across country markets despite variations in VAT rates. Book publishers thus bear the burden of higher VAT rates.

Table 4 tells us more about the potential for price arbitrage across country stores. Recall that the only e-book price arbitrage option for EU10 consumers is between their home country store and the US store. They cannot buy e-books from other EU stores⁹. Table 4 compares prices (incl VAT) for the local Top-100 e-books in each EU country store with prices for the same titles in the Amazon US store (converted into Euros at the Amazon exchange rate and adding EU VAT rates, only when the title is available in both stores). Average US prices are higher than EU prices, ranging from 0.5€ only for the French Amazon store to as high as 2.3€ for the Dutch store. However, these averages hide substantial variation in price differences at individual e-book title level. The standard deviation between EU and US prices at title level ranges from 2.69€ in the UK store to 4.84€ in the French store. EU10 consumers may find it worthwhile to compare prices between the EU and US stores and find considerable price arbitrage opportunities for specific titles. Unfortunately, only EU10 consumers can benefit from price arbitrage; consumers in the remaining EU18 countries can only buy from the US store. Moreover, Amazon does not allow price arbitrage between EU stores.

Table 4 also shows that average e-book prices for Top-100 books – mostly published by local publishers in each EU country - vary considerably across countries, with France and the Netherlands standing out as the most expensive e-book countries.

⁹ For print books, there are multiple arbitrage channels since consumers can in principle buy them in any store. However, transport costs limit arbitrage. Moreover, Amazon often offers free delivery inside the home country of the store.

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Annex

Table 1: Availability by format and country

Destination	Kindle	Paperback	Hardcover
DE	628	363	92
ES	655	413	93
FR	657	401	80
GB	601	325	53
IT	654	431	84
NL	670	0	0
US	663	299	65
# titles	696	476	122
%	100%	68%	18%

Source: Amazon stores and authors' calculations

Table 2: Cross-border availability of books in Amazon

E-books				Print books	
# country stores	Freq. EU6+US	%		Freq. in EU6 stores only	%
1	31	4.5%		24	0.6%
2	10	1.4%		3	0.2%
4	1	0.1%		3	0.3%
5	7	1.0%		83	10.7%
6	90	12.9%		568	88.2%
7	557	80.0%			
Total	696			681	
Availability					
EU-10 (all books)	696	93.0%		EU-6	94.6%
EU-10 (EU books)	598	100.0%			
EU-18 (all books)	663	95.3%			
EU-18 (EU books)	565	94.5%			

Source: Amazon stores and authors' calculations

Note: EU books = Top-100 books from the EU6 countries; all books = Top-100 from EU6 + US.

Table 1: Cross-border access and availability by country

	Access to stores in	EU6+US book titles	% Availability	EU6 book titles only	% Availability
BE	FR, NL, US	693	99.6%	595	99.8%
NL*	NL, US	690	99.1%	592	99.3%
LU	DE, FR, US	682	98.0%	584	98.0%
GB*	GB, US	679	97.6%	581	97.5%
IE	GB, US	679	97.6%	581	97.5%
IT*	IT, US	679	97.6%	581	97.5%
AT	DE, US	678	97.4%	580	97.3%
DE*	DE, US	678	97.4%	580	97.3%
ES*	ES, US	678	97.4%	580	97.3%
FR*	FR, CN	657	94.4%	574	96.3%
Other EU	US	663	95.3%	565	94.8%
US	US	663	95.3%	565	94.8%
Distinct titles		696		596	

Source: Amazon stores and authors' calculations

Note: Amazon store countries marked with *

Table 2: Price differences between Top 100 e-books in EU and US stores (Euro, VAT incl.)

country store	#Top100 books in US store	Average price in EU	Average price in US	Difference US-EU	Standard deviation	Average price full sample
FR	93	7.04	7.58	0.54	4.84	5.17
ES	98	4.24	4.94	0.70	3.37	5.32
IT	98	4.40	5.24	0.85	3.40	5.11
DE	85	3.80	4.75	0.95	2.71	5.18
UK	95	4.12	5.86	1.74	2.69	5.65
NL	85	6.23	8.54	2.32	4.49	5.40

Source: Amazon stores and authors' calculations

Note: the first column reads as: The number of Top100 e-books from the French store available in the US store = 93

Table 3: Price summary statistics for the complete sample of e-books

	Germany		Spain		France		United Kingdom		Italy		Netherlands		US
	VAT incl.	VAT excl.	VAT incl.	VAT excl.	VAT incl.	VAT excl.	VAT incl.	VAT excl.	VAT incl.	VAT excl.	VAT incl.	VAT excl.	
E-books													
Average price	5.18	4.35	5.32	4.40	5.17	4.90	5.65	4.71	5.11	4.92	5.40	4.46	4.40
St. dev. of price	3.88	3.26	3.81	3.15	3.76	3.57	4.20	3.50	3.74	3.59	3.88	3.21	3.18
Mode price	0.99	0.83	0.99	0.82	0.99	0.94	1.44	1.20	2.99	2.88	2.99	2.47	4.61
Dif. min/max price	19.50	16.39	18.92	15.64	19.50	18.48	24.08	20.07	19.50	18.75	22.49	18.59	20.43
Coefficient of variation	74.99%		71.59%		72.76%		74.34%		73.08%		71.91%		72.37%
Paperback													
Average price	11.73	10.96	12.24	11.77	12.66	12.00	12.15	12.15	12.51	12.03			11.28
St. dev. of price	3.84	3.59	3.85	3.70	4.11	3.89	4.54	4.54	3.95	3.80			3.73
Mode price	9.99	9.34	9.70	9.33	9.84	9.33	13.04	13.04	9.70	9.33			10.16
Dif. min/max price	24.57	22.96	21.60	20.77	22.84	21.65	26.84	26.84	24.61	23.66			42.04
Coefficient of variation	32.77%		31.46%		32.46%		37.37%		31.61%				33.10%
Hardcover													
Average price	19.92	18.61	19.33	18.59	22.82	21.63	17.54	17.54	19.15	18.41			16.52
St. dev. of price	7.25	6.77	7.05	6.78	5.36	5.08	8.70	8.70	8.14	7.83			5.07
Mode price	14.15	13.22	9.90	9.52	11.95	11.33	13.06	13.06	8.42	8.10			12.46
Dif. min/max price	45.90	42.92	34.90	33.56	32.17	30.49	37.93	37.93	46.97	45.16			28.80
Coefficient of variation	36.39%		36.49%		23.50%		49.63%		42.52%				30.69%
Source: Author's calculations using Amazon data													

Table 4: VAT in EU countries

Country	Books	e-books
Austria	10%	20%
Belgium	6%	21%
Bulgaria	0%	20%
Croatia	5%	25%
Cyprus	5%	19%
Czech Republic	10%	21%
Denmark	0%	25%
Estonia	9%	20%
Finland	10%	24%
France	5.50%	5.50%
Germany	7%	19%
Great Britain	0%	20%
Greece	6.50%	23%
Hungary	5%	27%
Ireland	0%	23%
Italy	4%	4%*
Latvia	12%	21%
Lithuania	9%	21%
Luxembourg	3%	3%
Malta	5%	18%
Netherlands	6%	21%
Poland	5%	23%
Portugal	6%	23%
Romania	9%	24%
Slovakia	10%	20%
Slovenia	9.50%	22%
Spain	4%	21%
Sweden	6%	25%

*22% if the eBook does not have an ISBN.

Figure 1: Second handed books across stores

Delete

The Girl on the Train

\$12.78 - In Stock

Condition: Used - Good

Sold by: -Daily Deals-

1

Delete

Sorry, this item can't be shipped to your selected address. [Learn more.](#) You may either change the shipping address or delete the item from your order. You can also see if this item is available to ship to your address from another seller.

Changed quantities? Press

Update

To delete an item, change its quantity to 0, then click Update.

Continue

Please note: To send a single item to more than one person, you must change the quantity of that item to match the number of people you're sending it to, then click the Update button. For example, to send *How to Be a Gardener* to seven friends, change the quantity to 7, then click Update.

Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to pay.

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Figure 2: Amazon.com price, unlogged

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30 New from \$10.30

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from \$25.38

1 New from \$25.38

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This title is not currently available for purchase

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Figure 3: Amazon.com price, logged from Spain

www.amazon.com/Girl-Train-Paula-Hawkins-ebook/dp/B00NOPQU2K/ref=tmm_kin_swatch_0?_encoding=UTF8&sr=&qid=

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Figure 4: Amazon.com price, logged from UK

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Paperback

from \$8.37

7 Used from \$8.37

29 New from \$8.38

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Figure 5: Price Dispersion

Figure 5a. Price dispersion across store, e-books

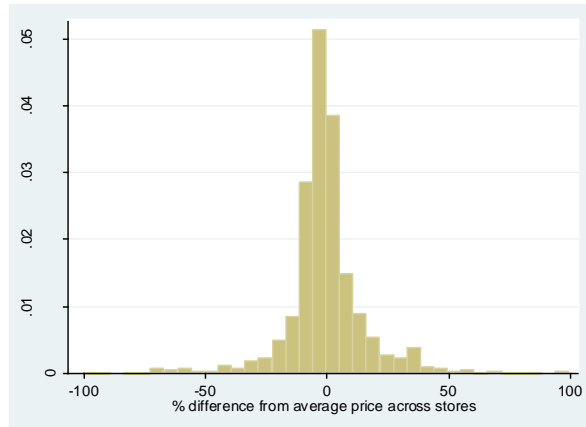


Figure 5b. Price dispersion across store, e-books, no VAT

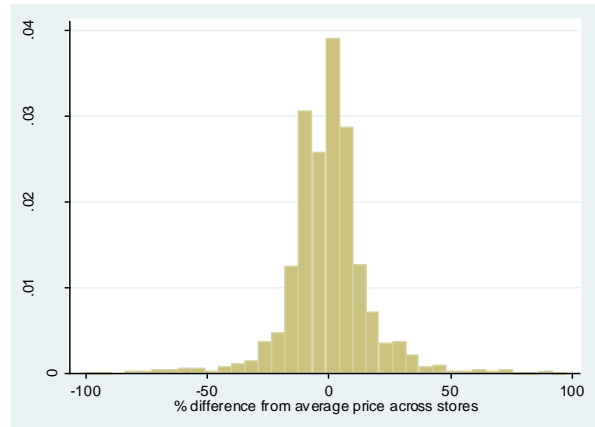


Figure 5c. Price dispersion across store, paperback

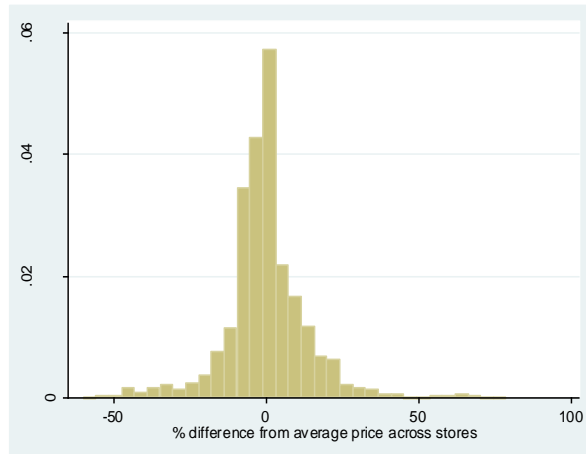


Figure 5d. Price dispersion across store, paperback, no VAT

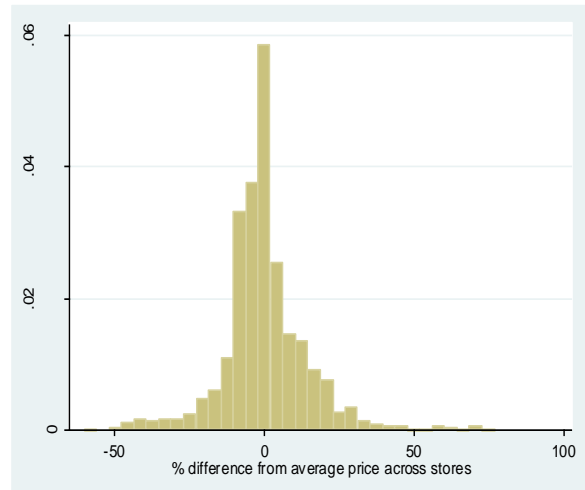


Figure 5e. Price dispersion across store, hardcover

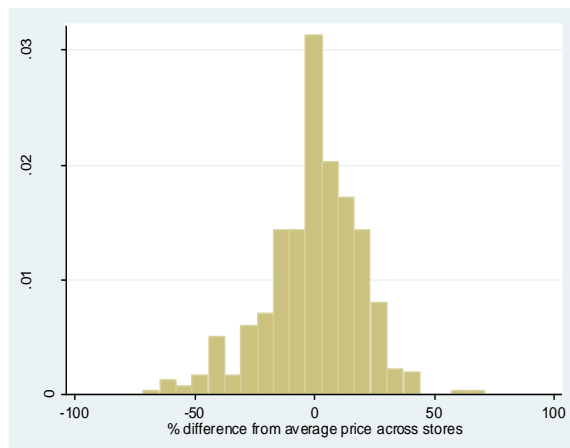


Figure 5f. Price dispersion across store, hardcover, no VAT

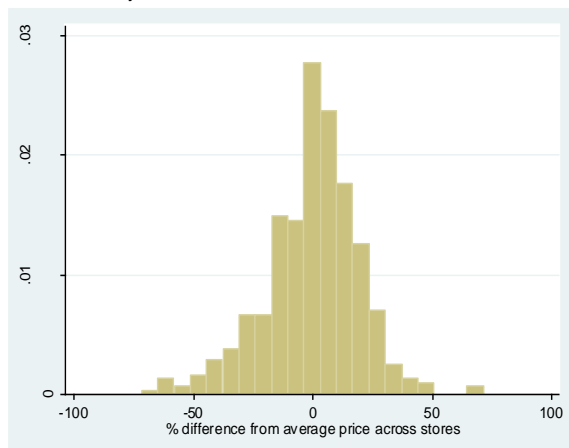
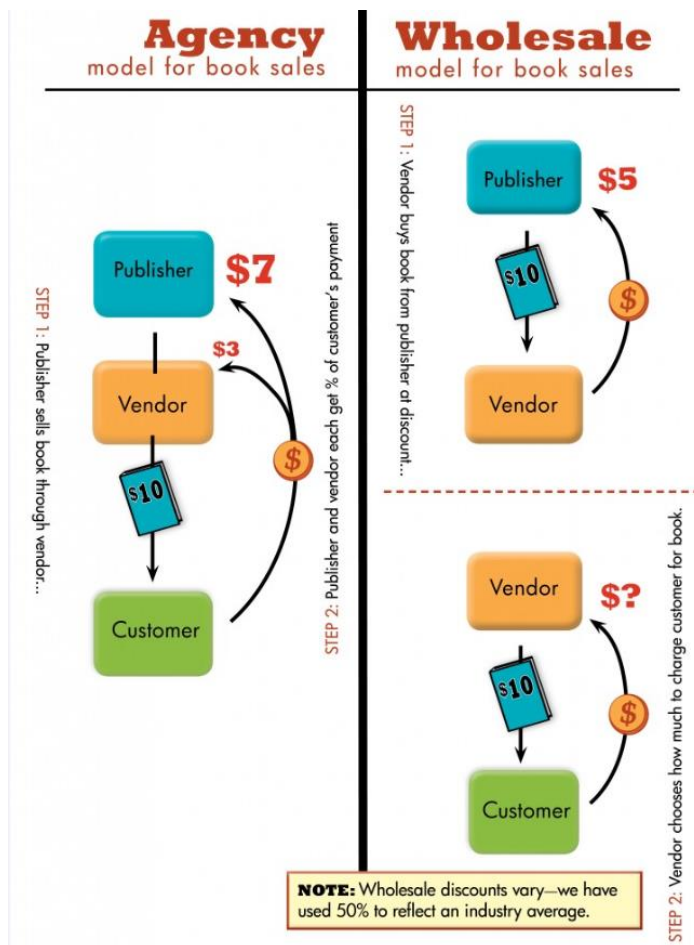


Figure 6: Agency versus wholesale pricing models



Source: www.publishingtrendsletter.com

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