

EXHIBIT A

Book Survey Report
Volume I: Report and Appendices A-B

– September 2012 –

FIELD
RESEARCH
CORPORATION

Report of E. Deborah Jay, Ph.D.

I. Introduction and Summary

I am President and Chief Executive Officer of Field Research Corporation (“Field Research”), a San Francisco-based research firm specializing in marketing and public opinion surveys. Field Research was retained on behalf of Apple to conduct a survey (the “Field Survey”) with a nationwide representative sample of persons age 18 and older who were potential buyers of paperback and hardcover books over the Internet. The purpose of the Field Survey was to determine whether potential buyers of paperback and hardcover books are likely to mistakenly believe that Apple is the source of, a brand affiliated with, or the sponsor of books sold on the Internet that are published by plaintiffs under the name “Ibooks” or “ibooks” and, if so, whether this is due to Apple’s use of the name iBooks in connection with its e-book application rather than other reasons (such as, guessing and other sources of noise).

For the Field Survey, 1,272 face-to-face interviews were completed with potential buyers of paperback and hardcover books over the Internet. To qualify for the Field Survey, persons age 18 and older had to say that they thought they would buy one of the following types of paperback or hardcover books during the next 6 months: a biography or memoir, a history book, a science fiction or fantasy book, or a comic or graphic novel. Qualifying survey respondents were required to say that they thought they would buy one of these genres of books because I understand that plaintiffs publish these genres of books under the name “Ibooks” or “ibooks.”¹ Additionally, qualifying survey respondents had to say that they thought they would buy a paperback or hardcover book from the Amazon or the Barnes and Noble websites during the next 6 months. This is because Field Survey respondents were asked to look at a page from these websites.

[GROUP A/B/C: IF WILL BUY BOOKS FROM AMAZON.COM; GROUP X/Y/Z: IF WILL BUY BOOKS FROM BARNESANDNOBLE.COM]

- “Do you or does anyone in your household...
 - Work at this mall,
 - Work for a company that prints, releases, puts out or sells books,
 - Work in marketing research or advertising research?”

[IF NO TO ALL THREE]

- “During the past 3 months, have you participated in a survey at a mall?”

[IF NO]

- “Do you know anyone who has participated in this survey or did anyone tell you about this survey before now?”

[IF NO]

- “Do you live in this area or are you visiting from somewhere else?”

[IF LIVES IN THIS AREA]

- “When you shop for books on the Internet, do you usually wear contact lenses or eyeglasses?” and, if so, “Do you have the contact lenses or eyeglasses with you that you usually wear when you shop for books on the Internet?”

To qualify for the Field Survey, survey respondents age 18 and older had to say that they thought they would buy one of the following types of paperback or hardcover books during the next 6 months: (a) a biography or memoir, (b) a history book, (c) a science fiction or fantasy book, and/or (d) a comic or graphic novel. This requirement was based on my understanding that these are the genres of paperback and hardcover books that plaintiffs publish under the name “Ibooks, Inc.” and/or “ibooks, Incorporated.” Additionally, qualifying survey respondents in Group A, Group B, and Group C had to say that they thought they would buy a paperback or hardcover book on the Amazon website during the next 6 months. The reason for this is that respondents in these groups were asked to look at a page from the Amazon website. Qualifying survey respondents in Group X, Group Y, and Group Z had to say that they thought they would buy a paperback or hardcover book on the Barnes and Noble website during the next 6 months. This is because qualifying survey respondents in these groups were asked to look at a page from the Barnes and Noble website.

All qualifying survey respondents also were required to satisfy the following criteria:

- Not work or live in a household in which someone works (a) at the mall where the interview was conducted; (b) for a company that prints, releases, puts out or sells books; or (c) in marketing research or advertising research.
- Not have participated in a survey at a mall during the past 3 months.
- Not know anyone who had participated in the survey or have been told about the survey before being interviewed.
- Live in the area where the mall was located.
- If the adult usually wears contact lenses or eyeglasses when shopping for books on the Internet, the adult had to have these with him/her.

At the end of the screening interview, eligible adults were told the following:

“For the second part of this study, I would like to show you a page from a website and ask you a few questions. To do this, I need to take you to our interviewing room. This will take only a few minutes, and in appreciation for your cooperation we will pay you \$5.”

Eligible survey respondents who agreed to be interviewed were taken to the interviewing service’s facility at the mall where the questionnaire was administered.

C. Questionnaire and Survey Administration

At the beginning of the interview, interviewers asked the survey respondent to be seated in front of a computer, and to put on contact lenses or eyeglasses if he/she normally wears them when using a computer to access the Internet. Interviewers then told survey respondents the following:

- “I would like to show you a page from the (Amazon.com) (BarnesandNoble.com) website, and then I will ask you a few questions.”

Interviewers then inserted a CD in the CD-ROM drive of the computer which contained a website page from the Amazon website for Jakubowski’s *Murder Through the Ages* (Group A, Group B and Group C) or a website page from the Barnes and Noble website for Bester’s *The Stars My Destination* (Group X, Group Y, and Group Z). After the website page was loaded on the computer, interviewers told survey respondents the following:

included responses for anticipated questions. Before interviewing began, Field Research project staff reviewed each of the survey materials with local supervisors and interviewers during training sessions.

The 1,272 interviews for the Field Survey were conducted by 114 professionally trained interviewers between August 1 and August 26, 2012.⁷ The interviews for the Field Survey were double-blind: neither the interviewing staff nor the survey respondents were told the names of the sponsors of the study, or that the survey might be used in connection with litigation.

Under my direction and supervision, Field Research survey supervisors, word processors, data processors, and programmers processed the data from the completed questionnaires. After the data initially were entered in the computer, Field Research's project staff proofed the original questionnaires against computer printouts of verbatim responses to ensure that the data file was accurate. During data collection, survey respondents were asked for their name and telephone number so that Field Research could independently verify their participation. Field Research was able to reach by telephone over half (53%) of the eligible adults who were interviewed at the mall within a week or so after they completed an interview and independently verify that they had participated in the mall survey.⁸

D. Characteristics of Survey Respondents

Respondents for the Field Survey were recruited and interviewed at shopping malls. This survey approach allowed interviewers to show a website page for a book to a nationwide representative sample of persons who buy paperback or hardcover books over the Internet, and then ask a series of questions about the book on the website page. Marketing and advertising research often is conducted in this manner. The sample for the Field Survey is not a probability sample (*i.e.*, a sample in which the probability of a particular person being interviewed is known). Therefore, quotas were set to ensure that the survey respondents were representative of potential buyers of the relevant genres of paperback and hardcover books sold on the Amazon and Barnes and Noble websites.

As shown in Table 5, none of the survey respondents who were shown the page from the Barnes and Noble website for Bester's *The Stars My Destination* said the book was printed, released or put out by Apple, regardless of the publisher's name.

Table 5 Companies That Printed, Released or Put Out Bester's <i>The Stars My Destination</i>			
	Test Group X ("ibooks") <i>(n = 215)</i>	Control Group Y ("ilit") <i>(n = 210)</i>	Control Group Z ("xbooks") <i>(n = 212)</i>
ibooks, Inc./ilit Inc./xbooks Inc.	23%	18%	26%
Amazon or Barnes and Noble	20	21	18
Named specific publishers or said "the publisher"	5	6	5
Named specific authors or said "the author" or "the editor"	3	6	3
Apple	0	0	0
Other	7	7	6
Don't know	46	45	44

* Based on responses to Q.1a. Percentages add to more than 100% because some survey respondents gave more than one answer to this question.

Table 6 combines the results for the two test groups (the groups shown the website pages that listed "Ibooks, Inc." or "ibooks, Incorporated" as the publisher). The results also are combined for the control groups (the groups shown the website pages that did not list "Ibooks, Inc." or "ibooks, Incorporated" as the publisher). As shown in Table 6, none of the survey respondents said that Apple was the source of the book on the website page they were shown, regardless of the publisher's name.

Table 6 Percent in the Test Groups and Control Groups Who Said "Apple" Printed, Released or Put Out the Book on the Website Pages			
	Test Groups A/X ("Ibooks" or "ibooks") <i>(n = 428)</i>	Control Groups B/Y ("Ilit" or "ilit") <i>(n = 420)</i>	Control Groups C/Z ("Xbooks" or "xbooks") <i>(n = 424)</i>
Said Apple	0%	0%	0%
Did <u>not</u> say Apple	100	100	100

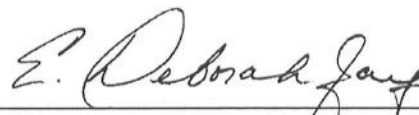
* Based on responses to Q.1a.

book application, one would have expected a much larger percentage of survey respondents in the test groups than in the control groups to mention Apple and Apple products in connection with the book on the website page they were shown. In my opinion, the Field Survey clearly shows that there is not a likelihood of reverse confusion due to Apple's use of the "iBooks" name because the same percentage of survey respondents in the test groups and the control groups mentioned Apple or an Apple product in connection with the website page they were shown even though the control website pages (unlike the test website pages) did not refer to "Ibooks, Inc." or "ibooks, Incorporated."

It is my opinion, based on my analysis of the Field Survey, my professional experience, and my education, that the Field Survey strongly supports the conclusion that potential buyers of paperback and hardcover books over the Internet are not likely to mistakenly believe that Apple is the source of, a brand affiliated with, or the sponsor of books sold on the Amazon and Barnes and Noble websites published by plaintiffs under the name "Ibooks, Inc." or "ibooks, Incorporated." Thus, the Field Survey strongly supports the conclusion that there is not a likelihood of "reverse confusion."

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed this 17th day of September 2012 at San Francisco, California.



E. Deborah Jay, Ph.D.

Appendix B

Survey Materials

- *Website A/B/C ("Murder Through The Ages," Amazon.com)*
 - *Supervisor Instructions A/B/C*
 - *Interviewer Instructions A/B/C*
 - *Responses to General Questions A/B/C*
 - *Test Group A ("Ibooks")*
 - *Screenener A*
 - *Questionnaire A1 and A2*
 - *Website A*
 - *Control Group B ("Ilit")*
 - *Screenener B*
 - *Questionnaire B1 and B2*
 - *Website B*
 - *Control Group C ("Xbooks")*
 - *Screenener C*
 - *Questionnaire C1 and C2*
 - *Website C*
- *Website X/Y/Z ("The Stars My Destination," BarnesandNoble.com)*
 - *Supervisor Instructions X/Y/Z*
 - *Interviewer Instructions X/Y/Z*
 - *Responses to General Questions X/Y/Z*
 - *Test Group X ("ibooks")*
 - *Screenener X*
 - *Questionnaire X1 and X2*
 - *Website X*
 - *Control Group Y ("ilit")*
 - *Screenener Y*
 - *Questionnaire Y1 and Y2*
 - *Website Y*
 - *Control Group Z ("xbooks")*
 - *Screenener Z*
 - *Questionnaire Z1 and Z2*
 - *Website Z*

PART 2: QUESTIONNAIRE

Q1a. Now, for my first question. (*PAUSE.*) What company or companies do you think printed, released or put out this book? (*RECORD RESPONDENT'S EXACT WORDS.*)

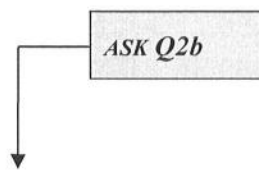
Q1b. What makes you think this? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q1c. Can you be more specific? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q1d. Are there any other reasons why you think this? (*RECORD RESPONDENT'S EXACT WORDS.*)

Q2a. Now, I am going to read you a question that has three answer choices. (PAUSE) Please do not answer until I have finished reading the question and the three answer choices. (PAUSE.) After I am done reading, if you would like me to repeat the question and answer choices, just ask me. (PAUSE.)

Now, with respect to the company or companies that printed, released or put out this book...Do you think... (READ CATEGORIES AND CHECK ONE BOX).

	One, that they <u>have not made or put out</u> other things, besides books,..... <input type="checkbox"/> GO TO Q3a →
	Two, that they <u>have made or put out</u> other things, besides books, or <input type="checkbox"/> GO TO Q3a →
	Three, do you have no opinion? <input type="checkbox"/> GO TO Q3a →
<p>Q2b. What else besides books do you think they have made or put out? (RECORD RESPONDENT'S EXACT WORDS.)</p>	

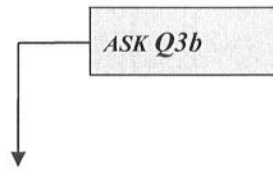
Q2c. What makes you think this? (RECORD RESPONDENT'S EXACT WORDS.)

Q2d. Can you be more specific? (RECORD RESPONDENT'S EXACT WORDS.)

Q2e. Are there any other reasons why you think this? (RECORD RESPONDENT'S EXACT WORDS.)

Q3a. This question also has three answer choices. (PAUSE) Once again, please do not answer until I have finished reading the question and the three answer choices. (PAUSE.)

Now, with respect to the company or companies that printed, released or put out this book...Do you think... (READ CATEGORIES AND CHECK ONE BOX).

	One, that they <u>did not receive permission or approval</u> from some other company to print, release or put out this book,..... <input type="checkbox"/>	GO TO Q101 →
	Two, that they <u>did receive permission or approval</u> from some other company to print, release or put out this book, or..... <input type="checkbox"/>	GO TO Q101 →
	Three, do you have no opinion? <input type="checkbox"/>	GO TO Q101 →
<p>Q3b. What company or companies do you think gave their permission or approval for this book to be printed, released or put out? (RECORD RESPONDENT'S EXACT WORDS.)</p>		

Q3c. What makes you think this? (RECORD RESPONDENT'S EXACT WORDS.)

Q3d. Can you be more specific? (RECORD RESPONDENT'S EXACT WORDS.)

Q3e. Are there any other reasons why you think this? (RECORD RESPONDENT'S EXACT WORDS.)

Shop by
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Search Books

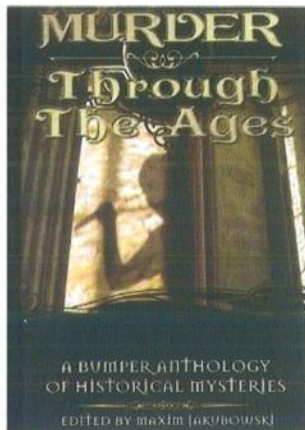
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Maxim Jakubowski (Editor)

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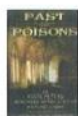
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With a wide array of talent, such as Kate Ellis, author of the West County Murder Mysteries, Peter Tremayne, author of A Mystery of Ancient Ireland series, Ian Morson, author of the William Falconer Medieval Mystery books and Dead Letter Mysteries, and Manda Scott, author of The Boudica Trilogy, among others, Murder Through the Ages is a compendium of not-to-be-missed historical mysteries.

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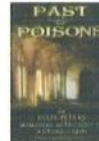
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Murder Most Medieval: Noble
Tales of Ignoble ...
Martin Harry Greenberg

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Editorial Reviews

About the Author

Maxim Jakubowski was born in Barnet, London but brought up in Paris. He followed a career in publishing by opening the Murder One bookshop in London in 1988. He writes, edits and publishes in many areas of genre fiction, including SF and fantasy, mystery and erotica. He is an official advisor to several international film festivals, writes for a variety of publications including the "Observer," the "Big Issue" and "Time Out," and reviews crime in a monthly column in the "Guardian." He is also contributing editor to "Mystery Scene," a director of London's Crime Scene Festival and a winner of the Anthony Award.

Product Details

Paperback: 512 pages
Publisher: Ibooks, Inc. (March 1, 2006)
Language: English
ISBN-10: 1596873221
ISBN-13: 978-1596873223
Product Dimensions: 5.3 x 1.3 x 8.3 inches
Shipping Weight: 1 pounds (View shipping rates and policies)
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Murder Through The Ages! January 23, 2007

By Michael OConnor **TOP 500 REVIEWER**

Murder mystery fans who prefer their dirty deeds served up in small doses should pick up this new short story collection from ibooks. Editor Maxim Jakubowski has assembled a stellar collection of mystery scribes like Peter Tremayne, Kate Ellis, Susanna Gregory, Paul Doherty, Ian Morson and 20 others to spin tales of murder most foul. With a few exceptions, Jakubowski's anthology offers a bumper crop of stories.

The 25 stories contained in this anthology range, chronologically, from the 10th Century BC to 1941. Most are set in England though other settings - Mount Olympus, Norway, Rome, Ireland, New York, RMS TITANIC, etc. - are used. Almost all of the characters in the stories are new with just a few familiar faces - Sherlock Holmes, Robin Hood, Sister Fidelma - popping up.

Jakubowski is to be complimented for assembling such a high-quality effort. I especially enjoyed 'Raven Feeder,' an exceptionally well-done tale by Manda Scott, 'Flying, Fighting' Clayton Emery's engaging, taming-of-the-shrew-ish take on Robin Hood and Maid Marian, Susanna Gregory's wonderfully wicked 'Trebuchet Murder,' Mat Coward's 'But Poor Men Pay for All' and several others. Scott and Coward especially are wordsmiths of the first order.

I would have given the book five stars but, for the life of me, I couldn't get into Ian Morson's 'A Right Royal Attempt.' Likewise Lauren Henderson's 'Dark Mirror.' And I absolutely hated the opening story 'Who Killed Dido?' by Amy Myers with Greek gods talking and acting like jive-talking sitcom characters.

In any case, I recommend this book to other murder mystery fans. There are many fine stories to savor in this collection, several high-quality gems and, in my opinion, a few duds. Read and enjoy!

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Murder Through the Ages June 27, 2011

By Unagi Sushi

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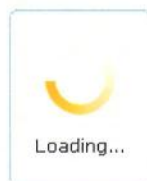
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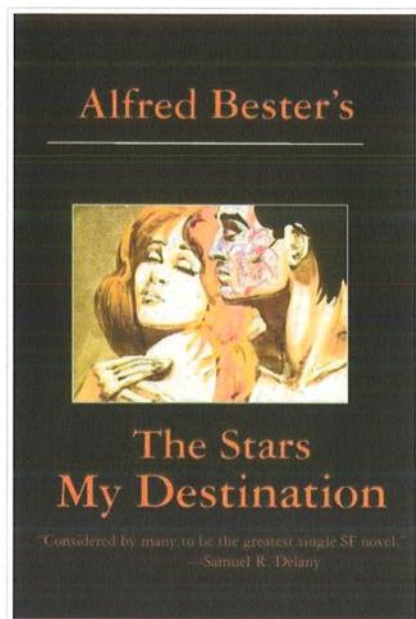
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The Stars My Destination

by Alfred Bester

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Publisher: ibooks, Incorporated

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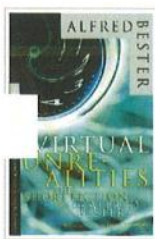
Marketplace From

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\$11.61

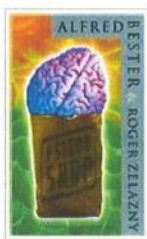
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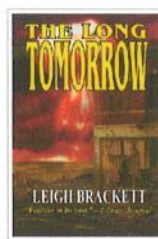
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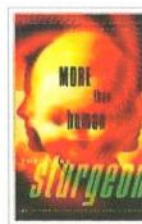
**The Man in the High
Castle**
Philip K. Dick

Paperback \$11.17



The Long Tomorrow
Leigh Brackett

Paperback \$9.99



More than Human
Theodore Sturgeon

Paperback \$14.47



Limbo
Bernard Wolfe

Paperback \$15.44

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Overview

#5 in the Millennium SF Masterworks series,
a library of the finest science fiction ever written.

"Science fiction has only produced a few works of actual genius,
and this is one of them"-Joe Haldeman

"Bester at the peak of his powers is, quite simply, unbeatable"
-James Lovegrove

Marooned in outer space after an attack on his ship, Nomad, Gulliver Foyle lives to obsessively
pursue the crew of a rescue vessel that had intended to leave him to die.

When it comes to pop culture, Alfred Bester (1913-1987) is something of an unsung hero. He
wrote radio scripts, screenplays, and comic books (in which capacity he created the original
Green Lantern Oath). But Bester is best known for his science-fiction novels, and *The Stars My
Destination* may be his finest creation. With its sly potshotting at corporate skullduggery, *The
Stars My Destination* seems utterly contemporary, and has maintained its status as an
underground classic for fifty years. (Bester fans should also note that iPicturebooks has
reprinted *The Demolished Man*, which won the very first Hugo Award in 1953.)

Alfred Bester was among the first important authors of contemporary science fiction. His
passionate novels of worldly adventure, high intellect, and tremendous verve, *The Stars My
Destination* and the Hugo Award winning *The Demolished Man*, established Bester as a s.f.
grandmaster, a reputation that was ratified by the Science Fiction Writers of America shortly
before his death. Bester also was an acclaimed journalist for *Holiday* magazine, a reviewer for
the *Magazine of Fantasy and Science Fiction* and even a writer for *Superman*.

ADVERTISING

Related Subjects

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Editorial Reviews

Gale Research

Bester's *The Stars My Destination* was "said by many people to be the best science fiction
novel ever written," T. A. Shippey related in the *Times Literary Supplement*. Wendell called it
"undoubtedly Bester's masterpiece, showing his 'pyrotechnical' style at its best." In the opinion
of *Village Voice* reviewer Robert Morales, "*The Stars My Destination*—an incredible takeoff on
The Count of Monte Cristo, and James Joyce pastiche—burlesqued the adventure novel into high
art. Both story and novel excel in sheer lunatic excitement."

Product Details

ISBN-13: 9781876963460
Publisher: iBooks, Incorporated
Publication date: 6/30/2011
Edition number: 2
Pages: 236
Sales rank: 85,383

What People Are Saying

Samuel R. Delaney

Considered by many...to be the single greatest SF
novel.

Product dimensions: 6.00 (w) x 9.00 (h) x 0.54 (d)

Customer Reviews

Average Rating 4.5

(20)

Rating Distribution

5 Star (18)
4 Star (0)
3 Star (0)
2 Star (0)
1 Star (2)

Your Rating:

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Your Name: Create a Pen Name or ☐ Leave Anonymously

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Sort by: Most Helpful

Showing all of 20 Customer Reviews

Anonymous

Posted June 13, 2000

Incredible! Coolest Sci-Fi ever written.

I have always seen this book listed on best of lists. I thought nothing of it, I thought it would be another old style sci-fi romp in the style of Heinlein or Asimov. It's not. It reads like it was written this year. Now I see where William Gibson got his start, Neal Stephenson too. This is cyberpunk without computers. It's dark, brooding, and probably the most imaginative piece of fiction I've ever read. Remember that scene at the end of the matrix where he stands up and flexes and the hallways wobbles...remember how cool that was? This entire book is that cool.

2 out of 2 people found this review helpful.

Was this review helpful? [Yes](#) [No](#) [Report this review](#)

HobbitForming

Posted March 30, 2009

[more from this reviewer](#)

People make lists of the "must read classics"

And this certainly earns its place among them.

Many things have and can be said about this book, but the most important ones are "Read it!"

Bester takes a page to draw you in to his world, but once he has you there it is nearly impossible to turn away. If it has any "flaw", it is the distraction of a superior wordsmith at work when one is used to what passes for great writing too many times these days.

1 out of 1 people found this review helpful.

Was this review helpful? [Yes](#) [No](#) [Report this review](#)

Anonymous

Posted September 12, 2007

Cyberpunk Forerunner

Drifting abandoned in space for six months in the wreckage of the spaceship NOMAD, uneducated ship's mate Gulliver Foyle has survived in a small closet not much larger than a coffin. Another ship finally arrives in response to his distress signal, but his relief turns quickly to blinding anger when the VORGA leaves him to die. Driven by his lust for revenge, Foyle sets in motion his escape from the NOMAD's wreckage to pursue the crew of the VORGA. The story, no doubt familiar to most, is torn from The Count of Monte Cristo and set in a future where individuals are able to jaunte, or teleport, limited distances and the solar system is engulfed in a shooting war between the inner and outer planets. Author Alfred Bester, who many have called the "father of cyberpunk" (a noir subgenre of science fiction focusing on the lower elements of a high-tech society), has created a vivid universe and populated it with memorable characters. In the jaw-dropping climax, Bester shatters all of his own rules (right down to the typeface in the book) and reveals the hidden powers in his protagonist. TSMD is fascinating reading, not only for the story but for the ideas Bester presents and, most of all, the manner in which they are presented. Not only is this book a classic of the science-fiction genre, but it has become a personal favorite of mine.

1 out of 1 people found this review helpful.

Was this review helpful? [Yes](#) [No](#) [Report this review](#)

Anonymous

Posted June 24, 2005

Bester is the Best!!

This is a must read for any one. Alfred Bester is, in my opinion, the best Sci-Fi writer.

1 out of 1 people found this review helpful.

Was this review helpful? [Yes](#) [No](#) [Report this review](#)

Anonymous

Posted August 15, 2001

You can't afford to miss it.

I read Tiger Tiger (or The Stars My Destination, if you prefer) over 7 years ago for the first time. I've been rereading it (now in newer print) since then at least once a year and every time I do so, I find something new to learn from it. The Stars My Destination is a story of a man who was risen by a hand of fate from the very bottom of a social ladder and eventually achieved what any intelligent person would strive for. Yet this is not a tale of a peasant-turned-prince. Relying on the thirst for revenge in the same way others rely on love, faith, etc., the protagonist of the novel brings the reader through a stormy life, never once making the narrative seem boring or unnecessary. Although the protagonist is a criminal - a cancer, as he puts it - I always considered him the ultimate role model for myself and I believe many others would agree with my pick. I strongly recommend this book to any reader, even if you don't like science fiction.

1 out of 1 people found this review helpful.

Was this review helpful? Yes No Report this review

Anonymous

Posted July 31, 2001

Vorga I rot you I crack you I kill you filth!

Tiger, Tiger! (Published the following year in the US as Stars My Destination) is for most, one of the best science fiction novels and for me, THE best science fiction novel ever written. In all his works, even the lesser ones, Alfred Bester's trademark is how engaging his characters are. Stars my Destination is one of the great works of the genre that does not focus on an individual event, but on characters. True, this book could not exist without an interplanetary war nor the advent of Jaunting (a telekinetic triggered quantum tunneling mode of transport is the best description I make) however this story is about Gully Foyle. A gradual transformation of him from a brutish man to well...you really must read it. This book speaks of the value of education as his character's moral substance grows from microscopic to universal due to his absorption of knowledge. He cannot help but become a better person for the acquiring of it even though his original goal was for pure vengeance and was driven by reaction. This is one of literature's best examples of the lengths of unnoticed potential that lies within each person. I believe the most significant contribution of this novel however, is the vocalization of the idea that the will to destroy is no less dangerous than destruction itself. I write of the weapon sought after by all in the book. As this involves a key plot point I do not feel at liberty to scribble about it further. Those are only two of the many characteristics of this novel that set it apart from other science fiction. Only one part of the book could be called dated (Dageneim's impossible physical anomaly) which in itself screams loudly of the quality of writing. To end, I consider this the best novel in its genre and one of the best books written in the last century. That may seem a little extreme even to some who have read it. But having read the book several times, I cannot help but find it an accurate phrase. This book should be read twice, once for the incredibly entertaining style of Bester's writing, and again for the thoughts that occur behind the action.

1 out of 1 people found this review helpful.

Was this review helpful? Yes No Report this review

Anonymous

Posted June 28, 2001

Incredible

I'm not really a big Sci-Fi reader, but when a good friend recommended this book to me, I thought I'd give it a try...and I loved this book! This is just a wonderful story, full of interesting things that make you think. And the moral is clear, the main character Gully even says it in a speech at the end of the book, 'Die or live and be great.' I really loved this book, and recommend it to ANYONE looking for a good book to read. It was incredible.

1 out of 1 people found this review helpful.

Was this review helpful? Yes No Report this review

Anonymous

Posted November 10, 2000

A Sci-Fi Rollercoaster Ride!

A masterpiece of hard Sci-Fi. This book introduces and then details an epic tale filled with energy. As I began to read this book I was taken away by its fast pace and extraordinary storyline. The central character is a unique but ordinary space mechanic who was wronged (in a big way). From page 1 you will be carried away from space to a future earth, to the far reaches of the galaxy and back again. If you love hard Sci-Fi then acquire this book and cherish it. If only 'Hollywood' would embrace this novel then we could all enjoy a movie not unlike 'Blade Runner' in its scope and characters.

1 out of 1 people found this review helpful.

Was this review helpful? Yes No Report this review

kamas716

Posted March 10, 2012

more from this reviewer

A tremendous work of fiction. Even reading it today doesn't seem

A tremendous work of fiction. Even reading it today doesn't seem all that dated. This is the novel that proved to me that Bester deserves to be mentioned at the pinnacle of SF writing.

Gully Foyle is not a nice man, but he can do some amazing things. And everyone wants to know HOW he can do them. Unfortunately, Gully is a little fuzzy on the details of what happened. We get to follow along as Gully figures it out.

Was this review helpful? Yes No Report this review

cwms

Posted February 1, 2012

Probably a good book, but the nook version is broken

iBooks seems to have failed to do any correction of errors from scanning in the digital version. On every page, many words have a space in the middle of them causing the words to break across pages. Certain characters from the book are incorrectly translated to the electronic version (an O with a cross at the bottom turns into a subscript T). I only got through 25 pages before it annoyed me enough to stop reading, at least on the nook. Maybe I'll find it electronically at some other store minus the errors, or just go with the print version.

I think the book itself is probably good (I enjoyed the beginning), but the formatting issues made it too annoying to read, for me.

0 out of 1 people found this review helpful.

Was this review helpful? Yes No Report this review

Anonymous

Posted April 17, 2010

No text was provided for this review.

Anonymous

Posted March 13, 2010

No text was provided for this review.

Anonymous

Posted December 26, 2008

No text was provided for this review.

Anonymous

Posted June 27, 2009

No text was provided for this review.

Anonymous

Posted January 13, 2012

No text was provided for this review.

Anonymous

Posted March 24, 2009

No text was provided for this review.

Anonymous

Posted May 26, 2012

No text was provided for this review.

Anonymous

Posted July 23, 2009

No text was provided for this review.

Anonymous

Posted October 28, 2008

No text was provided for this review.

Anonymous

Posted March 1, 2009

No text was provided for this review.

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Appendix H

Control Group B (Ilit, Inc.) **What Companies Gave Their Permission or Approval** **for the Book To Be Printed, Released or Put Out**

Base: Respondents in Control Group B who said the company or companies that printed, released or put out this book received permission or approval from some other company to do this in response to Question 3a.

Q3b. What company or companies do you think gave their permission or approval for this book to be printed, released or put out?

Q3c. What makes you think this?

Q3d. Can you be more specific?

Q3e. Are there any other reasons why you think this?

ID.	Q3b.	Q3c.	Q3d.	Q3e.
2089	I don't know.	I know there are so many companies out there. I wouldn't even begin to know their names.	I never really got into publishers, so I really have no idea.	No.
2090	Edit magazines.	Because you can't copy a book without copyright.	No.	No.
2091	A company that might be connected to this same company.	On the Amazon.com page, I could see a lot of information and they probably did get permission.	No.	No.
2092	To me, it would be the writer and their representatives.	Because you have to have their permission legally, and nobody wants to be sued.	I don't think I can get any more specific than that.	No.
2093	Maxim Jakubowski.	That's the name on the book.	It's Maxim Jakubowski's book, so approval would have to be given or they'd sue.	No.
2094	I do not know.	Just a feeling I have.	No.	No.
2095	The booking company.	They have to get it proofread and revised before they put it out.	It can be too graphic or explicit for the public.	No.
2097	Whatever company publishes the book.	Someone would need to give permission for them to put it on their website.	No.	No.
2099	That I wouldn't know.	Only because of today's legal age where everybody sues everybody for something.	The copyright protections.	No, that's pretty much it. Nowadays you look at somebody and they will sue you.
2104	I don't know.	Because it looks like it involves facts and fiction, and it is an anthology.	No.	No.

ID.	Q3b.	Q3c.	Q3d.	Q3e.
2134	The author of the book.	If someone else did it, it would be copyright infringement.	No.	No.
2135	I don't know.	It does not say on the webpage.	No.	No.
2136	The author.	Can't take something without their permission.	No.	No.
2137	No idea.	I didn't really notice anything on the website about it.	I didn't even see the publisher's name when I did a quick glance at the webpage.	No.
2139	Amazon.	Because they are selling the book.	No.	No.
2142	I don't know. Maybe Harper One.	I don't know. I just said it.	No.	No.
2143	From whoever wrote the stories.	No.	No.	No.
2147	From the writer of the book.	He wrote it, so he gets to decide who puts it out.	I think the writer would have an agent to make those kinds of decisions.	No.
2149	They had to go through copyright from the government to approve this book.	Every book has to, because copyright laws are strict.	It's the law.	No other reasons.
2150	Amazon.	The law.	No.	No.
2151	I have no idea.	Just not sure.	I don't know the names of other publishing companies.	No.
2152	They had to get it from the author.	Because of copyright laws.	You can be sued for publishing unauthorized materials.	No.
2154	Amazon.com, and the author and his editor.	That is the usual process.	No.	No.

ID.	Q3b.	Q3c.	Q3d.	Q3e.
2177	I don't know the name.	What I read about him starting his own book company and publishing company.	I guess if you do that, you have permission.	No.
2178	I have no opinion. It is very complex. It was published in England and sent here.	It could have been sent here by a bookseller.	I wouldn't know.	There would be lawsuits.
2180	The author, publisher. I don't know.	Because of copyright.	The copyright laws.	No.
2184	Whoever published the book or wrote it.	You have to get stuff approved.	No.	No.
2185	Harcourt Branch.	The only company that comes to mind.	The only big-name publishing company I know.	No.
2187	Amazon.	It's on their website.	It's a good, reliable website.	No.
2188	Ilit, Inc.	They are copywritten. The author has to sell rights to the book to a publisher.	That's what authors do. They sell stories to publishers who have the rights to the story.	No.
2190	No idea. Whoever had the royalties on the book would give permission.	Content of the book – anything of the graphic pictures that could be misconstrued as stolen.	No.	No.
2194	Because they are selling it at lower prices.	Because of copyright.	You don't want to violate copyright laws.	No.
2196	I don't know what other companies. Obviously, Amazon is selling the book for them.	We're on the Amazon page browsing for this.	No, that's pretty much it.	No.
2197	Ilit, Inc.	They are listed under Product Details.	No.	No.

Appendix U

Underlying Data Tables

2012 Consumer Opinion Survey
FINAL

Q.3b What company or companies do you think gave their permission or approval for this book to be printed, released or put out?

Base : Overall Sample

Group							Test Groups	Control Groups		
	A	B	C	X	Y	Z	A/X		B/Y	C/Z
	Ibooks	Ilit	Xbooks	ibooks	ilit	xbooks	Ibooks/ ibooks	Total	Ilit/ ilit	Xbooks/ xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213	210	212	215	210	212	428	844	420	424
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Apple/Other Apple products (net)	-	-	-	2	-	-	2	-	-	-
	-	-	-	0.9	-	-	0.5	-	-	-
Apple	-	-	-	2	-	-	2	-	-	-
	-	-	-	0.9	-	-	0.5	-	-	-
Other Apple products	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Ibooks/Ilit/Xbooks/ ibooks/ilit/xbooks (net)	8	7	5	6	1	7	14	20	8	12
	3.8	3.3	2.4	2.8	0.5	3.3	3.3	2.4	1.9	2.8
Ibooks/ibooks	8	-	-	6	-	-	14	-	-	-
	3.8	-	-	2.8	-	-	3.3	-	-	-
Ilit/ilit	-	7	-	-	1	-	-	8	8	-
	-	3.3	-	-	0.5	-	-	0.9	1.9	-
Xbooks/xbooks	-	-	5	-	-	7	-	12	-	12
	-	-	2.4	-	-	3.3	-	1.4	-	2.8
Amazon/Barnes and Noble (net)	10	8	7	13	7	8	23	30	15	15
	4.7	3.8	3.3	6.0	3.3	3.8	5.4	3.6	3.6	3.5
Amazon	9	8	6	3	-	2	12	16	8	8
	4.2	3.8	2.8	1.4	-	0.9	2.8	1.9	1.9	1.9
Barnes and Noble	1	-	1	11	7	6	12	14	7	7
	0.5	-	0.5	5.1	3.3	2.8	2.8	1.7	1.7	1.7

2012 Consumer Opinion Survey
FINAL

Q.3b What company or companies do you think gave their permission or approval for this book to be printed, released or put out?

Base : Overall Sample

Group							Test Groups	Control Groups		
	A	B	C	X	Y	Z	A/X Ibooks/ ibooks		B/Y Ilit/ ilit	C/Z Xbooks/ xbooks
	===== Ibooks	===== Ilit	===== Xbooks	===== ibooks	===== ilit	===== xbooks	===== ibooks	===== Total	===== ilit	===== xbooks
Base	213 100.0	210 100.0	212 100.0	215 100.0	210 100.0	212 100.0	428 100.0	844 100.0	420 100.0	424 100.0
Misc. authors or the author (net)	23 10.8	25 11.9	25 11.8	13 6.0	13 6.2	12 5.7	36 8.4	75 8.9	38 9.0	37 8.7
The author/editor (nonspecific)	18 8.5	24 11.4	24 11.3	13 6.0	11 5.2	9 4.2	31 7.2	68 8.1	35 8.3	33 7.8
Maxim Jakubowski/ chapter authors	5 2.3	1 0.5	1 0.5	- -	- -	- -	5 1.2	2 0.2	1 0.2	1 0.2
Alfred Bester	- -	- -	- -	- -	2 1.0	3 1.4	- -	5 0.6	2 0.5	3 0.7
Other authors	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Misc. publishers or the publisher (net)	19 8.9	15 7.1	17 8.0	11 5.1	11 5.2	11 5.2	30 7.0	54 6.4	26 6.2	28 6.6
ipicturebooks	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Misc. publishers (e.g., Random House)	2 0.9	2 1.0	2 0.9	2 0.9	2 1.0	2 0.9	4 0.9	8 0.9	4 1.0	4 0.9
The publisher (nonspecific)	17 8.0	13 6.2	15 7.1	9 4.2	9 4.3	9 4.2	26 6.1	46 5.5	22 5.2	24 5.7
Other (net)	10 4.7	15 7.1	15 7.1	9 4.2	7 3.3	11 5.2	19 4.4	48 5.7	22 5.2	26 6.1

2012 Consumer Opinion Survey
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Q.3b What company or companies do you think gave their permission or approval for this book to be printed, released or put out?

Base : Overall Sample

	Group						Test Groups	Control Groups		
	-----						-----	-----		
	A	B	C	X	Y	Z	A/X		B/Y	C/Z
	Ibooks Ibooks	Ilit Ilit	Xbooks Xbooks	ibooks ibooks	ilit ilit	xbooks xbooks	Ibooks/ ibooks	Total	Ilit/ ilit	Xbooks/ xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213 100.0	210 100.0	212 100.0	215 100.0	210 100.0	212 100.0	428 100.0	844 100.0	420 100.0	424 100.0
Misc. websites or book sellers (subnet)	1 0.5	- -	- -	1 0.5	- -	- -	2 0.5	- -	- -	- -
Other named book seller (e.g., Borders, Books Inc.)	1 0.5	- -	- -	1 0.5	- -	- -	2 0.5	- -	- -	- -
Non-book website	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
e-reader (subnet)	1 0.5	1 0.5	2 0.9	3 1.4	1 0.5	2 0.9	4 0.9	6 0.7	2 0.5	4 0.9
Nook, Nookbook	- -	- -	- -	3 1.4	1 0.5	2 0.9	3 0.7	3 0.4	1 0.2	2 0.5
Kindle	1 0.5	1 0.5	2 0.9	- -	- -	- -	1 0.2	3 0.4	1 0.2	2 0.5
e-readers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The copyright holder/ office	3 1.4	4 1.9	3 1.4	- -	4 1.9	2 0.9	3 0.7	13 1.5	8 1.9	5 1.2
Computer (nonspecific)	- -	- -	- -	1 0.5	- -	- -	1 0.2	- -	- -	- -

2012 Consumer Opinion Survey
FINAL

Q.3b What company or companies do you think gave their permission or approval for this book to be printed, released or put out?

Base : Overall Sample

Group							Test Groups	Control Groups		
	A	B	C	X	Y	Z	A/X Ibooks/ ibooks		B/Y Ilit/ ilit	C/Z Xbooks/ xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213 100.0	210 100.0	212 100.0	215 100.0	210 100.0	212 100.0	428 100.0	844 100.0	420 100.0	424 100.0
The printer	- -	- -	1 0.5	1 0.5	- -	1 0.5	1 0.2	2 0.2	- -	2 0.5
Other	5 2.3	10 4.8	9 4.2	5 2.3	2 1.0	6 2.8	10 2.3	27 3.2	12 2.9	15 3.5
Don't know/No answer (net)	35 16.4	31 14.8	20 9.4	37 17.2	27 12.9	22 10.4	72 16.8	100 11.8	58 13.8	42 9.9
Don't know	35 16.4	31 14.8	20 9.4	37 17.2	27 12.9	22 10.4	72 16.8	100 11.8	58 13.8	42 9.9
No answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not applicable (net)	117 54.9	114 54.3	132 62.3	132 61.4	148 70.5	149 70.3	249 58.2	543 64.3	262 62.4	281 66.3
Q3a - Did not receive permission or approval	27 12.7	26 12.4	34 16.0	30 14.0	22 10.5	36 17.0	57 13.3	118 14.0	48 11.4	70 16.5
Q3a - No opinion	90 42.3	88 41.9	98 46.2	102 47.4	126 60.0	113 53.3	192 44.9	425 50.4	214 51.0	211 49.8
Adds to:	----	----	----	----	----	----	----	----	----	----
Rows	222	215	221	226	214	220	448	870	429	441
Respondents	213	210	212	215	210	212	428	844	420	424

2012 Consumer Opinion Survey
FINAL

Q1a2b3b Composite: mentioned Apple, iBook app, iBook computer, iPhone or other Apple products

Base : Overall Sample

	Group						Test Groups	Control Groups		
	-----						-----	-----		
	A	B	C	X	Y	Z	A/X		B/Y	C/Z
	Ibooks	Ilit	Xbooks	ibooks	ilit	xbooks	Ibooks/ ibooks	Total	Ilit/ ilit	Xbooks/ xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213	210	212	215	210	212	428	844	420	424
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Apple, iBook app, iBook computer, iPhone or Apple products (net)	-	-	1	2	1	1	2	3	1	2
	-	-	0.5	0.9	0.5	0.5	0.5	0.4	0.2	0.5
Apple	-	-	-	2	-	-	2	-	-	-
	-	-	-	0.9	-	-	0.5	-	-	-
iBook app	-	-	-	-	-	1	-	1	-	1
	-	-	-	-	-	0.5	-	0.1	-	0.2
iBook computer	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
iPhone	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other Apple products (net)	-	-	1	-	1	1	-	3	1	2
	-	-	0.5	-	0.5	0.5	-	0.4	0.2	0.5
All others	213	210	211	213	209	211	426	841	419	422
	100.0	100.0	99.5	99.1	99.5	99.5	99.5	99.6	99.8	99.5
Adds to:	----	----	----	----	----	----	----	----	----	----
Rows	213	210	212	215	210	213	428	845	420	425
Respondents	213	210	212	215	210	212	428	844	420	424

2012 Consumer Opinion Survey
FINAL

Q1a2b3b Composite: mentioned Ibooks/ibooks AND Apple, iBook app, iBook computer, iPhone or other Apple products

Base : Overall Sample

	Group						Test Groups	Control Groups		
	A	B	C	X	Y	Z	A/X		B/Y	C/Z
	Ibooks	Ilit	Xbooks	ibooks	ilit	xbooks	Ibooks/ibooks	Total	Ilit/ilit	Xbooks/xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213	210	212	215	210	212	428	844	420	424
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mentioned Ibooks/ibooks	-	-	-	1	-	-	1	-	-	-
AND one or more of the	-	-	-	0.5	-	-	0.2	-	-	-
following (net)										
Apple	-	-	-	1	-	-	1	-	-	-
	-	-	-	0.5	-	-	0.2	-	-	-
iBook app	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
iBook computer	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
iPhone	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other Apple products	-	-	-	-	-	-	-	-	-	-
(net)	-	-	-	-	-	-	-	-	-	-
Mentioned Ibooks/ibooks,	47	-	-	50	-	-	97	-	-	-
but not Apple, iBook	22.1	-	-	23.3	-	-	22.7	-	-	-
app, iBook computer,										
iPhone or other Apple										
products										
Did not mention ibooks	166	210	212	164	210	212	330	844	420	424
	77.9	100.0	100.0	76.3	100.0	100.0	77.1	100.0	100.0	100.0
Adds to:	----	----	----	----	----	----	----	----	----	----
Rows	213	210	212	215	210	212	428	844	420	424
Project #1030-004										

2012 Consumer Opinion Survey
FINAL

Q1a2b3b Composite: mentioned Ibooks/ibooks AND Apple, iBook app, iBook computer, iPhone or other Apple products

Base : Overall Sample

	Group						Test Groups	Control Groups		
	A	B	C	X	Y	Z	A/X		B/Y	C/Z
	Ibooks	Ilit	Xbooks	ibooks	ilit	xbooks	Ibooks/ ibooks	Total	Ilit/ ilit	Xbooks/ xbooks
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base	213	210	212	215	210	212	428	844	420	424
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Respondents	213	210	212	215	210	212	428	844	420	424