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Thank you very much for downloading this free book “Beating Big Tech Monopolies” which I finished in November 2021. Big tech has gotten too big.

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Beating Big Tech Monopolies!

—Just like when the Trustbusters beat the Robber Barons in 1900s

This is a plain cover for this book until I find
the lost cover which I misplaced

By
Brian W. Kelly

Beating Big Tech Monopolies!

—Just like when the Trustbusters beat the Robber Barons in 1900s

Big Tech thinks they own us. Just ask them! They are so cocky with power that they will prove they own you and I and everybody who supposedly needs them.

Everybody knows that your business or your reputation will be severely punished if you decide to mess with Amazon or any of the other big techies-- even if you are 100% right. I was blocked in publishing my last book because of the same reason this next guy was blocked: I THINK what I "did wrong" was to use what they consider "widely available facts" which are a lot of facts about the topic I was writing about. The creativity I add comes from my presentation not the facts. Facts are simply facts. Here is an analogy I got on the Internet:

"IF YOU WRITE ABOUT THE MONA LISA YOU WILL ALSO NEED WIDELY AVAILABLE PICTURES BECAUSE THOSE ARE THE ONLY ONES AVAILABLE AT ALL!!! THE LOUVRE WILL NOT ALLOW YOU TO TAKE YOUR OWN PICTURES. SO NO BOOKS ABOUT THE MONA LISA????"

Try dealing with an Amazon reviewer who must have a quota for rejected (blocked) manuscripts. They are very matter of fact and they will not tell you specifically what is wrong with your submission. In my case, they could not tell me because nothing was wrong. My last book *The Great Story of Alabama Football* was blocked and I argued the point judiciously to no avail. Then, I told them I was filing a complaint to the FTC. Sometimes as in this case, after I made cogent arguments they chose not to respond at all. They never address the points you make or cite anything wrong in the manuscript yet, your book stays censored. Mine is in a censored state but they just responded to give them five days to reevaluate. We'll see. This is the tenth book that they blocked and they have never relented.

Gregg Jarret, an attorney, had this to say: "Never before has so much power been held by so few. And never before has that power been so egregiously abused. The censorship applied to American news consumers by Facebook, Twitter, Amazon, Google, and Apple must be broken up. They have evolved into massive monopolies that pose a grave danger to democracy by suppressing speech with which they disagree. The staggering wealth and unbridled power of these tech giants allow them to punish political adversaries and protect partisan allies. They do so with impunity and no regard for the public interest. Examples abound."

Some authors like me publish their books only on Amazon. After ten books being blocked this year alone because I dared write about the COVID-19, or used Internet facts to make my points, I'm asking: is it possible for me to publish books without using Amazon at all?

Why do they block my books? I am thinking maybe because I write about conservative topics. Am I ideologically censored? They do not really tell me. They have no phone number. I have only the option of sending emails that often they ignore and then poof, I have a blocked / censored book. They can say whatever they want and there's no accountability. But, it hurts my business taking the time to argue with them when all I was looking for was a company to print and sell my books. I do my own copyediting. What gives them the right to get into my content? See the rest of this book to see how I challenged them on this through the FTC the 2nd time. Should I go to court or report them to the FTC? Hmmm!

By **BRI-A-N W. KELLY**

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Title: Beating the Big tech Monopolies! Author Brian W. Kelly
Subtitle: Taming the Biggest Bullies in Town—Twitter, Facebook Amazon, etc.

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Dedication

I dedicate this book to my wonderful wife Patricia; our three wonderful children Brian, Mike and Katie; and our friendly friends—Ben our always very happy dog, who recently became an Angel, and Buddy, our always cheerful Catholic cat who now lives in Cat Heaven.

Thank You All!

Acknowledgments

I appreciate all the help that I have received in putting this book together as well as all of my other 280 other published books.

My printed acknowledgments had become so large that book readers "complained" about going through too many pages to get to page one of the text.

And, so to permit me more flexibility, I put my acknowledgment list online, and it continues to grow. Believe it or not, it once cost about a dollar more to print each book.

Thank you and God bless you all for your help.

Please check out www.letsGOPublish.com to read the latest version of my heartfelt acknowledgments updated for this book. FYI, Wily Ky Eyely, my wonderful basketball playing "niece," loves this book and recommends it to all. She wants "Uncle Brian" to be our next US Senator but he's not running.

Click the bottom of the Main menu on the LGP site to see the big acknowledgments!

Thank you all!

Preface

Why did Brian W. Kelly write this book?

America was founded by patriots to be a free country. Big tech intends to use its power to enslave the citizens of the US in much more alarming, corrupt, and malicious ways than King George would ever have considered. Big Tech must be stopped.

Regardless of your politics, all instances of deplatforming should be deeply disturbing, even when some such as those who hate the former president for their own reasons might think it is justified, like in the case of Parler and Trump.

In America, the problem is not that Trump (or any other individual) was deplatformed but that deplatforming is possible in the first place. It is a deep societal problem that the public town squares of the 21st century, which are essential for civil discourse, are entirely controlled by a small number of unelected tech oligarchs. Google, Apple, Twitter, Amazon, Facebook, & of course my personal nemesis—the all-powerful Amazon.

Other than writing books printed by Amazon after Jeff Bezos bought CreateSpace while I was an author under contract with them, I would not care as much but all Americans, especially small time Americans like me and most others need to care or our little niches in life will be taken from us by the biggest bullies in the modern world. That's what this book is about.

Quite frankly, I got sick of Amazon pushing me around and since I am a thousandaire and Amazon Owner Jeff Bezos is a billionaire, I hoped to use Jeff Bezos's billions against him or at least help him know he is hurting US.

I would promise to cancel this book and others I have written about my filings with the US Federal Trade Commission (FTC) if Bezos promised Amazon would begin to behave well at least regarding non-fiction authors.

I hope you enjoy this book and I hope that it inspires you to consider that Amazon and the other Big Techs do not have to be your prime vendors. Big Tech must be crushed by the citizens of America through our too permissive government.

I wish you the best.

Brian P. Kelly, Publisher
Wilkes-Barre, Pennsylvania

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About the Author



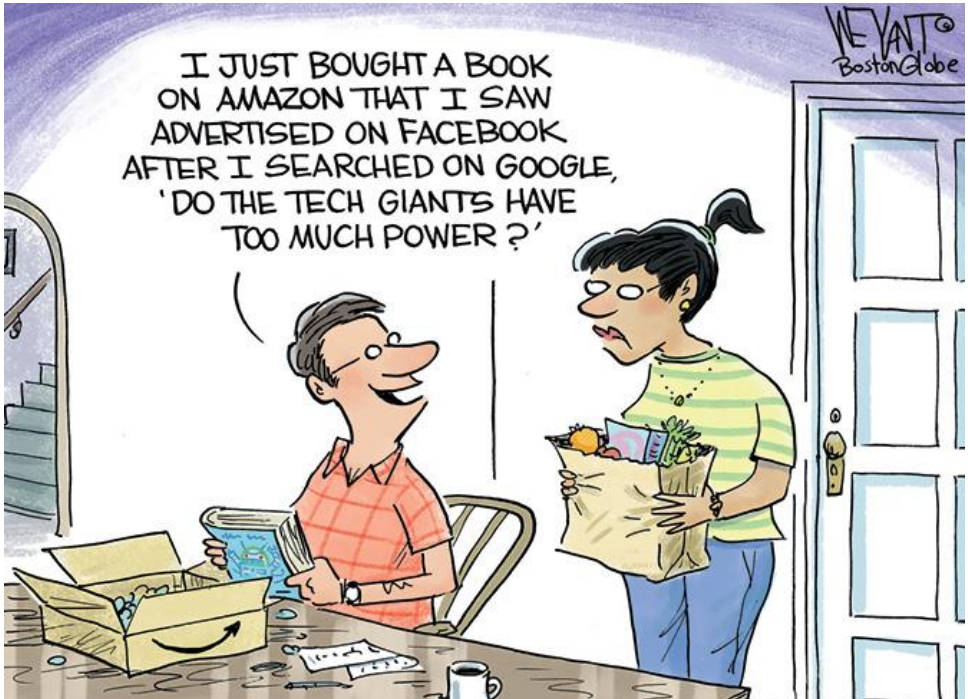
Brian W. Kelly retired as an Assistant Professor in the Business Information Technology (BIT) program at Marywood University, where he also served as the IBM i and Midrange Systems Technical Advisor to the IT Faculty. Kelly designed, developed, and taught many college and professional courses. He continues as a contributing technical editor to a number of IT industry magazines, including "The Four Hundred" and "Four Hundred Guru," published by IT Jungle.

Kelly is a former IBM Senior Systems Engineer and IBM Mid Atlantic Area Specialist. His specialty was designing applications for customers as well as implementing advanced IBM operating systems and software facilities on their machines.

He has an active information technology consultancy. He is the author of 282 books and numerous technical articles. Kelly has been a frequent speaker at COMMON, IBM Conferences, and other technical conferences.

Brian was a candidate for US Congress from Pennsylvania in 2010, and for Mayor of Wilkes-Barre PA in 2015, and he brings a lot of experience to his writing endeavors.

Chapter 1 Has Big Tech Replaced God as the Supreme Being?



Courtesy of upfrontscholastic.com

Why is Elon Musk on this cover?

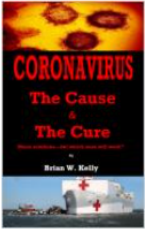
For the record, I do not see Elon Musk as a monopolist at all. In fact, he is one of the good guys in Big Tech and it was unfair of me to put his handsome picture on the cover of this book. But, he does add a bit of charm to the motley lot on the cover. I could not find any women at the top and I looked. Not only is Elon Musk not one of the Big tech Bad Guys but he knows how bad they are. The Tesla and SpaceX CEO Elon Musk is calling for Amazon to be broken up.

Here are his words: “Time to break up Amazon. Monopolies are wrong!” Musk tweeted.

Musk’s tweet was in response to former New York Times journalist Alex Berenson, who tweeted a screenshot showing that his upcoming book about COVID-19 doesn’t meet Amazon guidelines for

2 Brian Kelly for the US Senate – from PA

sale. Berenson and I were in the same boat on that. Amazon censored my book titled *Coronavirus: the Cause & the Cure*. Pretty good title. I would have been rich like Berenson but Elon Musk did not know about my plight so my book remains blocked to this day. Here is a snapshot of the book from my Amazon dashboard.1



Coronavirus: the Cause & the Cure:

...

By Brian Kelly

Kindle eBook

\$3.99 USD

BLOCKED ▾

Last modified on April 17, 2020

Paperback

\$11.95 USD

BLOCKED ▾

Last modified on April 16, 2020

Amazon later said that the Berenson's book in question had been blocked in error and was now available in an e-reader edition for Amazon Kindle. Amazon said that the availability of the book was not due to Musk's tweet, according to Reuters. Ahem!

Both Musk and Berenson and Kelly for that matter (me) have been critical of coronavirus-related shutdowns. The DOJ announced an antitrust review into tech companies in July 2019. In September, the House Judiciary Committee requested documents from Amazon, Apple, Facebook and Google's parent company, Alphabet. Maybe this will be solved when nobody would want to buy my book. Just thinking out loud. Anyway, Elon Musk is not a bad guy.

To some, Big Tech is a god!

Big Tech certainly has set itself up today as God-like—like nothing else matters but them. In order for their asinine anti-American policies to appear to have credibility, they lie that the person that they disenfranchise or de-platform or shut down has misrepresented some obscure notion that they claim is an indisputable fact. Did you know that millennials favor big Tech as a place to work. Can it be that we are seeing a modern day reenactment of “Revenge of the Nerds?”

An often quoted fact is that Big Tech is “manned” mostly by millennials who say that they are most excited about company perks

like flexible hours and working from home. Tech companies tend to dominate the lists of organizations that offer such flexibility.

With Millennials making many of the rules at and for Big Tech, some might say what you reap exactly what you sow. Today's young voters are strikingly liberal and Democratic. Look at who is censored and who is not by Big Tech. Blame the millennials at the switch.



The tools of the censoring trade

A lot has been said about the demise of progressives in the wake of the Biden victory, but those in the know say the reality is that the future of the country will be more Democratic and more progressive than the past. Over the next decade, as millennials reach middle age and begin turning out to vote at a higher rate, they will create a unique opportunity for progressive policymaking. Try to arrest control from Big Tech with entrenched millennials calling the shots.

Millennials do take their Big tech jobs seriously. They care about being challenged, impacting society and making a difference in the world, Working in tech allows them to be on the cutting-edge of society and see their ideas come to fruition. When they are on the censoring teams, it gives them a rush of power and they can see the results of their decisions and actions.

Besides this. It is no accident that millennials are crowding to find a spot in Big Tech. Millennials are more likely to seek out companies with progressive management. Look no further than Twitter, Amazon, Google and the lot of them. 65 percent of millennials when surveyed say they'd rather work for an organization whose mission they believe in than a company that pays a lot. True but they also expect to be paid a lot. They find it all in Big Tech.

Before the recent rebirth of millennials to prominence, I wrote a book siding with millennials on a number of issues. It was titled *Millennials are People Too*. My research taught me that this new breed of cat wants what they want when they want it and when working for big tech, they will shut down somebody of unlike mind as quick as look at you. No kidding.

← → ↻ amazon.com//dp/1947402471



Millennials Are People Too !!!: We must give US millennials the help they need to live the American Dream Paperback – July 20, 2018

by [Brian W. Kelly](#) (Author)

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We must give US millennials the help they need to live the American Dream. No generation as a whole in history has ever been subject to the ridicule that is meted out to millennials on a daily basis. Some say millennials deserve the put-downs and some say they don't. In the midst of all these put-downs of the < [Read more](#)

If you are looking for a good issue in which to engage or just to follow, you are living in the right times. Issues may be all we have today or so it seems. So many of today's big issues are viewed through a political lens, and that of course includes the poor behavior of the companies known collectively as Big Tech.

Some big words used in the Big Tech world to describe the remedy for issues caused by those unfaithful to the Woke orthodoxy and include *blocking*, *censoring* and of course the biggest word of them all, *deplatforming*.

Deplatforming as a notion and a word. It reminds me of when I was growing up, and one kid in the family asserted themselves a bit too forcefully. The rest of the kids would immediately pile on and ask: "*Who died and left you boss?*" The perpetrator always got the point. By means of the rest of the family's admonition, the perpetrator was silenced. He or she was not deplatformed per se but they were prohibited by mutual consent about using the family platform again for such purposes. You know what I mean. The family member would be welcomed in once they had decided to behave well as the others. It was purely a family thing.

But in reality, deplatforming today is a much bigger problem and it is a problem worthy of far deeper critical reflection. It touches on topics that are fundamental to democracy itself. Moreover, it occurs because a company with far more power than the individual Joe decides to hurt a regular Joe for unexplained reasons and the company intimated and begged when confronted that the rest of us (the family) should go along with the ruse because obviously the unassailable Big Tech, had declared Joe as a bad guy.

For what reason was Joe ostracized? Because the miffintiffs and the millennials at Big tech they had determined that he or she (Josephine) was deserving of retribution or some sort of banishment from the rest of us. They supposedly spoke for the masses but one day if somehow one of the masses was the object of their criticism, then the notion of the masses would fall apart.

So that we are all on the same page, I will be using the term oligarch / oligarchy to mean the following: An oligarchy is a power structure that allows a few businesses, families, or individuals to rule. Those few ruling members have enough power to create policies that benefit them to the exclusion of the rest of society. In the Big Tech oligarchy, Big Tech assumes the power to do as it chooses. An individual owner in a Big Tech oligarchy, such as Bill Gates, Jack Dorsey, Jeff Bezos, etc., could be in this instance referred to correctly as an *oligarch*. For those who do not like that word, think of them as Big Shots.

Once thought of as an untamable jungle of free speech, (for some it defined free speech), the internet now at best, because of Big Tech, operating as oligarchs in charge, now is more of a walled garden, increasingly monitored and controlled by a handful of unregulated monopolies. The opinions of these monopolies more than counts and they are pervasive. They have opinions and rules on everything from politics to societal norms. We might say that their opinions determine how all other opinions shall be judged and adjudicated.

These chieftains by the power of money have appointed themselves as the gatekeepers to the walled garden. It is companies like Google, Amazon, Facebook, Apple, Microsoft, and Twitter and their special oligarchs, who respect each other's role as the judge, jury, and executioner for the Internet. Little guys and big guys get hurt all the time but nobody knows because the press decides not to fill its newspapers and media with all the infractions and so they are simply not reported.

People today are not really stupid but it is tough to tell. They are for the most part purposely unaware. In many ways, their opinions from wherever they get them trump all facts and so they never learn. In this book, I report of the specific infractions of Jeff Bezos's Amazon as one of those little guys who has been hurt.

Chapter 2 The Deplatforming of Donald Trump



The oligarchies show no respect for the normal sources of power such as the government. For example, Donald Trump, at the time he was deplatformed, was looked upon by many as the most powerful man on earth and yet, he was too nice a guy to destroy Big Tech. These industry chieftains quite recently have begun to believe they have more power than all other sources including the President of the US.

They have determined they are powerful enough to think that it is OK for them to destroy Trump. Surely their nails aided in shutting Trump's coffin in the social media world and contributed to his "losing" a proven-to-be-corrupt election. Trump now is the poster child for sure as to how the Big Tech Giants can hurt a big important guy. Soon, I will show how they hurt little guys also. Big Tech has few saving graces. Those who are aware already know this.

So, before we continue, let's talk a bit about how the axe of the oligarchs fell on the former president. It was after years of apparently placid admonishments that in 2021, the tech world came out in force against President Trump. It began in earnest during the election but was heightened following what Democrats call "*the violent assault of the U.S. Capitol building in Washington D.C.*"

From Twitter to PayPal, more than a dozen companies decided to place major unprecedented restrictions on then President Trump or they outright banned him from using their services, and in some cases,

they took their venom out on some of his associates and supporters as well.

You surely remember less than six months ago, after the Capitol *uprising* the news was voluminous and continuous. Let me give a recap of what played out so you can see how dangerous this is for our Democratic Republic.

The most publicized was Twitter's actions because for four years and even before this, Donald J. Trump ignored the media and used his Twitter account to say whatever he wanted to stay in state of the union-like tidbits. The people loved it but the Democrats hated that Trump had found a way around the corrupt US media. Jack Dorsey's Twitter gestapo manned by an elite corps of millennials decided to invoke what some think is a permanent ban and a real-time attempt to shut down all possible account alternatives for the former President.

Until they deplatformed Trump, Twitter had played a paramount role over the debate about how to moderate President Trump's communications, given the president's penchant for the platform and his nearly 90 million followers on his @realDonaldTrump account. Prior to this, Trump seemed to own Twitter and did as he liked, which was surely for the good of America. There was no shortage of information that came right from the horse's mouth.

Twitter forgot whether Jack Dorsey or Donald Trump was the President of the United States and in their power assumption, they had repeatedly warned the president, added labels related to election integrity and what they termed *misinformation*, and they had outright blocked an occasional tweet of his.

Right after the Capitol mini-riot, Jack Dorsey pulled a power grab thinking he was the president and his along with his Twitter team's patience seemed to have been exhausted. Shortly after the problem with the riot at the Capitol on that Wednesday, Twitter put in place a large banner warning its users about the president's related tweet on the matter, blocking retweets of that specific message. A few hours later, the company instituted a 12-hour ban on the president's personal account. Trump was on his way out and did not have time to thwart Dorsey's actions as Commander in Chief.

At first, it looked like the situation would return to normal, with Twitter offering Thursday morning that it would reinstate the president's account after he removed tweets the company's millennial censors considered against its policies around inciting violence. The president posted a tweet later on Thursday with a video attachment that seemed to be relatively calmer than his recent fiery rhetoric, a video in which he also accepted the country's election results for the first time.

Enormous pressure externally on its own platform as well as internal demands from employees—remember who works for Big Tech—kept the policy rapidly changing though. Late Friday night, the company decided to assume full power over the President and announced that it was permanently banning the president from its platform. After years of communication, this brash monster company was shutting down @realDonaldTrump.

The company then played a game of whack-a-mole as it blocked the president's access to affiliated Twitter handles like @TeamTrump (his official campaign account) as well as the official presidential account @POTUS and deleted individual tweets from the president. The company's policies state that a blocked user may not attempt to use a different account to evade its ban. Aren't these big guys cute with all their rules?

Twitter has also taken other actions against some of the president's affiliates and broader audience, blocking Michael Flynn, a bunch of other Trump supporters, and a variety of QAnon figures. What gives them the right. Well, they want to hurt conservatives and they have the power and they know Congress is too wimpy to challenge them.

With a new president in office, the official @POTUS account was handed to the new Biden administration, although Twitter has reportedly been intending to reset the account's followers to zero. How many followers can the new president possibly amass from a bunker in the basement of the White House?

As for Mr. Trump himself, a permanent ban from his most prominent platform begs the question: where will he take his messages? The Dems call it his braggadocio and invective next? So far, we haven't

seen the president move his activities to any social network alternatives, but after the past few years (and on Twitter, the last decade), we can bet that the president will be back and back strong both on his many golf courses and on a new social media platform that he may create since he is after all, a billionaire.

On May 5, James Clayton, a North American technology reporter took a shot at what Trump followers can look forward to when he launches his new 'communications' platform



Clayton wrote that “Donald Trump has launched a new "communications" website, which says it will publish content "straight from the desk" of the former US president. That’s good news for America.

As noted above, Mr Trump was banned by Twitter and suspended by Facebook and YouTube after the Capitol riots in January. The former president has since been communicating via releasing statements by press release and by interviews on conservative stations such as OAN, NewsMax and Fox. With the new offering, which Trump will host, users will be able to like posts - and also share them on Twitter and Facebook accounts. But, of course users run the risk of Big Tech shutting them down if they do.



The above image is a Screenshot from the new website. Everybody has their own opinion about whether Trump, a billionaire businessman will fund a social media platform of his own that competes with Twitter et al. Kara Swisher of the NY Times says that what Trump announced in May 2021 is really an old fashioned turn of the century blog.

He has been busy communicating since he left office. He has been sending out press releases to make up for Twitter deplatforming, but his new plan appears to be his own blog. Swisher seemed to get a kick out of Trump's new "Back to the Future" venture. She said: "It is a blog,...It was like '2002 is calling and it wants its blog back...'" Cute! Humph! Try to get something complimentary from the old Grey Lady and you'll be waiting an awful long time. The old grey mare ain't what she used to be.

Other pundits are discussing what the former president's overall plan is because he clearly has some very sharp digital advisers working for the Trump organization. Most agree the May thing is just the beginning of attempts to re-establish a louder ability to participate in digital media. When Trump is ready to make himself known, He'll be well known for sure.

Jason Miller a Trump senior adviser had previously told the waiting world that a new social media platform would be launched and it will. "This new platform is going to be big," Miller announced in March. So many more conservative outlets are available now that whenever Trump really wants to be heard, he is heard so there is no hurry. He can take his time and do this right. Trump said in March.

Trump is surely not the only well-known person or organization to get the hammer from the Tech Oligarchs. Even back on January 29, 2021, the Miffintiffs of social media launched a display of their unbridled power. This time it was Google who decided to ban, a chat application that uses the federated Matrix chat protocol. Without warning, and through no fault of its own, Element was cut off from the Google Play Store, losing access to the 2.5 billion mobile devices that run on Android globally.

Element got its word out on Twitter about what it thought of the Element Takedown. It admitted that Google had suspended it in the Play Store, without any notification. The service later received confirmation that the takedown was due to "abusive content." However, since Element is only a client for Matrix servers, the ban was later deemed another instance of Google mistaking content in third-party clients for content hosted by the developer.

The same takedowns and deplatforming actions have happened to many other client applications in recent years. It is hard for the oligarchs to explain themselves when they are deemed at fault, for example, in this case, Google claimed there was "abusive content somewhere on Matrix," but this is like banning web browsers because there is abusive content somewhere on the internet. So, the public got to Google with an effective outcry which should not have been necessary. Eventually Google reversed its decision less than 48 hours later, admitting that the ban was made in error.

With all these billionaire chiefs exercising their power without caution over the millions of Indians who depend on their service, "errors" like this have become disturbingly common. These power hungry tech goons have had hundreds of other cases of such "inadvertent bans." Big Tech loves its power. Google has also mistakenly blocked Reddit

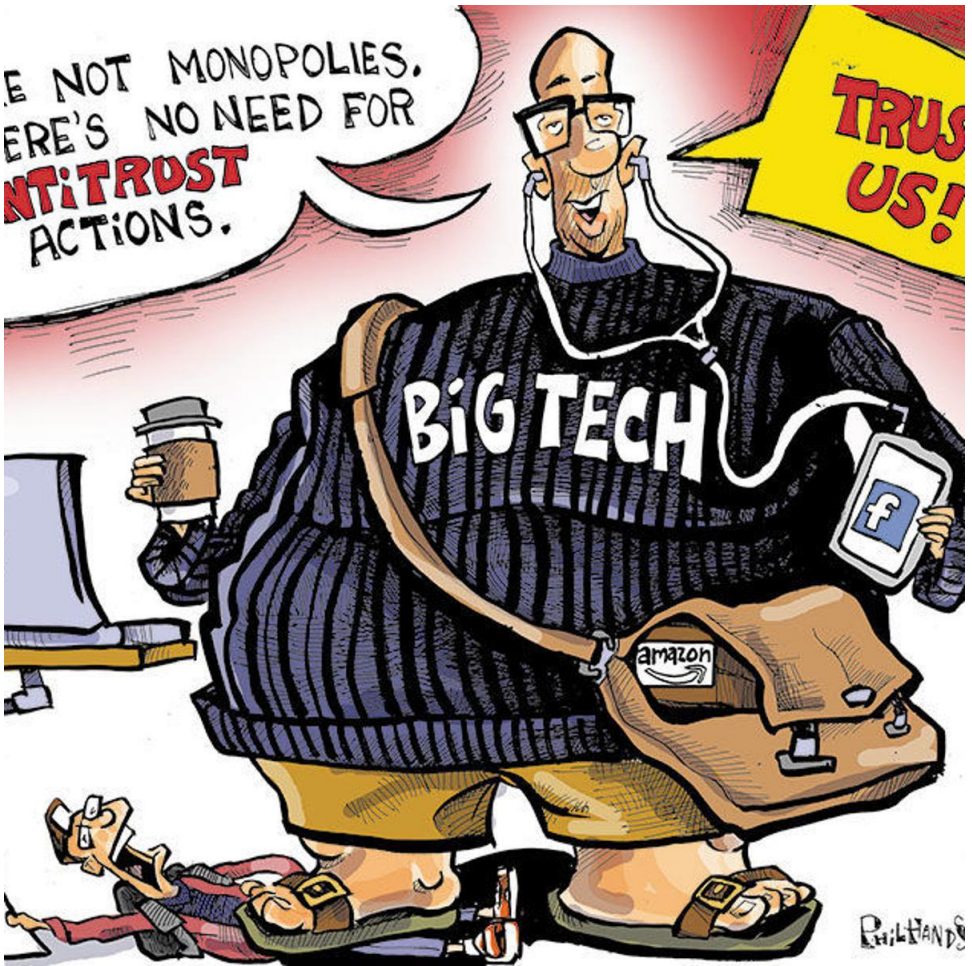
and podcast apps. The apology is never enough. Real customer love means never having to say you're sorry.

My thank you to Erich Segal from 1970 for this line. Over 50 years ago old timers heard for the first time: s *"Love means never having to say you're sorry."* *It is* a catchphrase based on a line from the Erich Segal novel "Love Story" and was popularized by its 1970 film adaptation starring Ali MacGraw and Ryan O'Neal. If you remember that, you too are old. There is little love in Big tech or for Big Tech.

When Donald Trump is back at it, something tells me there will be a priced to pay for these Wise Guys of Big tech.

..

Chapter 3 Big Guys Mock the Government



Facebook, Twitter, Google, Apple, Amazon and many other technology companies seem to mock the government's attempts to make them "behave." The rest of us think it is a big joke. The wimpiest people on earth are going to take on the behemoths. Right!

Big tech instead of cow-towing to the whim of the weak wimps in Congress, heightened the debate about too much power in the hands of too few in recent months. They use the right words. Recently, they claimed that they were taking significant steps to crack down on "extremists" after the riot at the Capitol. In this riot, just one activist was shot dead by a Capitol policeman. Democrats love it when Big

Tech takes on White Supremacists and Conservatives. But telling the truth—that's carrying democracy too far.

After a 16-month investigation into competitive practices at the largest U.S. tech companies, Democratic congressional staffers laid out their findings in a 449-page report. They concluded the obvious and there was not any dirt under the carpet. When they were finished, they said what we all already knew—Apple, Amazon, Facebook, Google, and Microsoft enjoy monopoly power that needs to be reined in. They used the right words suggesting that might mean breaking the companies up, blocking future acquisitions or forcing them to open their platforms. Saying and doing something about it are two different things. Will Congress act? Why hasn't Congress acted so far?

Wall Street met the news with a shrug and a yawn—a great combination. Three of the four stocks rose the day after the report's release, reflecting investors' long-held view that regulators and politicians are in no position to squelch Big Tech's continuing rise and market share expansion. Still, lawmakers certainly aren't putting the matter to rest—not while their jawbones work. Waiting for Joe Biden to do anything is like waiting for Rip Van Winkle to wake up and act.

Does Big tech care about a backlash. The dollars come in regardless of opinions. Their moves nonetheless drew a backlash from some conservatives and free speech activists, who argued that tech companies were unfairly censoring speech and that their power in the digital realm had grown too great. Dah! And???

While tech companies face antitrust scrutiny for their size and market power, answers to the question of what the government can do about their control of online speech are vague, at best. That's in part because antitrust laws aren't focused on whether actions by a monopoly might produce less diverse speech. With the Democratic coffers swelling from Big Tech donations, it will be another two to four years before the scourge of the oligarchs has a chance of being addressed and don't expect a resolution from Congress. resolved. For is part, Big tech seems impervious to any threats to their survival. It's subtle but Big Tech is laughing while doing as it pleases.

Regardless of your politics, all instances of deplatforming should be deeply disturbing to all Americans who are not benefitting from the

largess of these new quasi-governmental entities. Even when some might think it is justified, like in the case of Parler and Trump, none of this is good for America. Big tech is not an elected entity.

The discussion point is not that Trump (or any other individual) was deplatformed but that deplatforming is possible in the first place. It is a deep societal problem that the public town squares of the 21st century, which are essential for civil discourse, are now entirely controlled by a small number of unelected tech oligarchs who have no problem indiscriminately using their power to win all battles, real or perceived.

Looking back, we can ask how we got here?. Don't we know? The internet as noted previously, has always been a bastion for free speech even when there were cries for government to regulate it more. Those who put their propeller hats on and think about this problem and other problems like it all day are in a quandary even about this happened to us.

They would tell you that the notion of deplatforming sits at the intersection of free speech, technology, and antitrust, each of which is a highly complex issue on its own. There is undoubtedly a need for some level of content moderation, and even free speech has limits. We have all heard that one cannot shout "Fire" in a crowded theater and expect no repercussions. But it is equally important to examine who has the power to decide who is heard and who isn't. Who do you trust? Big Tech? Think twice about that one. In a world in which fewer and fewer people trust government, is it a good tradeoff to swap government officials for tech oligarchs?

Under current law, Big Tech has the final word on their business services. They have the right to decide which thinkers, politicians, and businesses are allowed onto their platform and which they may choose to expel. This might seem reasonable until you consider Big Tech's scale and how fundamental the internet has become to modern-day life.

Few businesses can survive without an internet presence, which today is subject to just a few gatekeepers—too few for sure. If Facebook and Twitter, for example decide to go completely rogue and decide to destroy a company's social media presence, they can do so with

impunity and they have used this power many times. If Google and Apple decide that they can out-rogue those two rogues, they can decide which companies can have a presence on mobile devices and cast the others aside. Is that good? Is that fair? Is that American?

Meanwhile, critical internet infrastructure companies, like Amazon Web Services, can determine the fate of a company's entire online presence. Moreover, for independent publishers, Amazon now seems to be 100% in control over which books can be published and which ones cannot.

This is surely a precarious position for the country. Big Tech companies have repeatedly proven that they will ruthlessly pursue their own interests at all costs. These companies allow misinformation on their platforms to increase user engagement. They constantly spy on their users, trying to find new ways to access previously private data, because the more data they collect, the more they can monetize.

So I ask, "How did it get to be this way?" Part of the issue is the revolutionary aspect of the internet and the speed of technology. Regulators are always playing catch-up. The self-regulatory model clearly is not working. The fact is that Big Tech could not have accrued this power without the woeful dereliction of duty by the governments of the world's major democracies. Money is the root of all evil and Big Tech has \$billions to move around to make the world think as they do.

Politicians on both the right and left have allowed Big Tech to buy up their competition, use their platforms to favor their services over their competitors', and even clone their competitors' goods and undercut on price. Ask Bill Gates about cloning others' services in order to grow a giant company even bigger.

Will there be any government regulation on this issue. We are talking about an ineffective, asleep Congress more concerned with *Woke* issues than reality. It seems that government officials are not being paid enough by Joe Regular and John Q for them to be motivated to do the right thing. There is more than enough dishonest politicians and a Democrat Party that seems more interested in destroying America than working on her problems.

So, absent any regulation, Big Tech companies have and will continue to expand their invasive reach. Facebook is trying to launch a new cryptocurrency, Google is moving into wearable smart devices, Apple is taking on health care, and Amazon is attempting to wring dollars out of the last few brick-and-mortar shops still standing. Any competitor standing in their way faces getting bought out, deplatformed, or chased out of the market by predatory pricing. It is a stark reality

It is a colossal failure of government to protect the people. Big Tech now dominates the internet. And they continue working to consolidate their power. Big Tech is now the largest lobbying force in Washington DC. Corruption is the operative word. With regard to their donations or shall we call it graft, the palm of the politician's hand is always facing up, willing to accept the next "bribe." This corruption is present on both sides of the political spectrum. Just look at President Biden's nominees for cabinet positions etc. Whether they are voted in or not, the lack of virtue in this group shows that the current administration is not in tune with we the people.

For example, the one-time reported front-runner to head the Biden Justice Department's antitrust division, Renata Hesse, is a former lawyer who has advised Google and Amazon and whose husband's firm still works for Google. No problem there, right? Nothing to see.

The problem, as clearly stated by Bruno Le Maire, the French Minister of Economy, is that when it comes to Big Tech, "The regulation of the digital world cannot be done by the digital oligarchy." Unfortunately, the tech giants have increasingly captured the regulators and politicians who are supposed to be representing the interests of the people. Try catching the mouse after it escapes.

Big Tech has created an internet and political system that primarily benefits the monopolists. But it does not have to be this way.

How can we make it better? What the people do now will determine the internet — and the world's — future. We just cannot sit still. We are faced with a starkly binary choice as we consider the internet's future:

We can leave the status quo by leaving the internet governance entirely up to Big Tech and concede that the internet will only serve a handful of companies going forward.

We can implement laws, passed through a democratic process, that regulate what tech giants can and can't do on the internet and return power to the people. Do our politicians have the gumption to do this and if they do not do we have the gumption to vote them out. With Hr1 and SB1 will we ever be able to vote anybody out of office ever again?

Democracy cannot survive an internet under the thumb of Big Tech. Monopolists ignore the proliferation of fake news and the chilling effect constant surveillance has on free speech in the pursuit of ever-greater profits. Meanwhile, they are in the process of eroding the foundation of democracy. Politicians around the world need to take heed and get back to serving the people and reassume their role of regulating monopolies and serving the interests of the citizens who have elected them.

While some people would rather anything other than regulation, nothing will be solved without a powerful player, more powerful than the combined strength of the oligarchs. The fact is that government power is much preferable to the current system. Democracies are still made up of elected representatives and are therefore still accountable to the people. Without strong regulation, the tech oligarchs have shown that they are and will continue to be accountable to no one, and they will only shape the internet to their own benefit. That of course is the worst case scenario.

The solution is the same as in the days of the robber barons at the turn of the 20th century : strong antitrust laws and people willing to enforce them. We have had problems like this before but for the sake of the country, government came through and solved the problem. In the 1870s, for example just like we use the terms big tech and oligarchs to describe the current threat, the term “robber barons” began to be used to describe business tycoons, and the usage persisted throughout the rest of the 19th century. The late 1800s and the first decade of the 20th century are sometimes referred to as the age of robber barons. In these

first decades of the twenty-first century, the names have been changed and now it is the big tech oligarchs who control all the action.

Just as with the robber barons, the US can win again, Stronger legislation is needed so that businesses can feel confident that a monopolist won't unfairly undermine them and regulators can step in to ensure that Big Tech follows rules that ensure a fair and open internet. This is not a might-do scenario folks, it is a must-do!

The bigness must be busted up. We need the Trustbuster mentality to eliminate the monopolies altogether. Progress is being made, and there are things we can all do to fight back. Not understanding the threat is not a good thing.

While it is not perfect, there is a fine effort underway in the European Union. They have a proposal called the *Digital Markets Act*. If vigorously and swiftly enforced, it could effectively curb Google's and the other monopolists' anticompetitive behavior. If you live in Europe, there is something you can do to help solve this worldwide problem-- write or call your MEP and tell them you are in favor of a strong DMA.

Those working on the problem in their spare thinking are encouraged by the dozens of US state attorneys general who have filed suit against Google, Facebook, and other Big Tech companies for antitrust violations. Bravo! If you live in the United States, please write or call your elected representatives and tell them you are in favor of strong antitrust investigations into Big Tech. They check to see how many constituents favor certain actions, Make sure you make your voice heard.

Finally, you don't have to spend your money with the companies owned by the oligarchs. You are free to do business with companies and organizations that respect your privacy and freedom and who understand and respect the US Constitution.

As a people, we must all hold our elected representatives accountable for defending our interests, as opposed to Big Tech's interests. If we fail to do so, we know what the outcome will be. We have been

warned. And will only have ourselves to blame when tech giants continue to put profits over fundamental human rights.

It is up to us to use our market power and power of free speech to make the internet free and fair once again, but we are running out of time as there is not a moment to spare. This is not just a fight to rein in monopolies and allow innovation and the markets to flourish; It is a fight to preserve democracy. Now, there's something worth fighting for – for sure!

Chapter 4 Big Tech & the Small Businessman



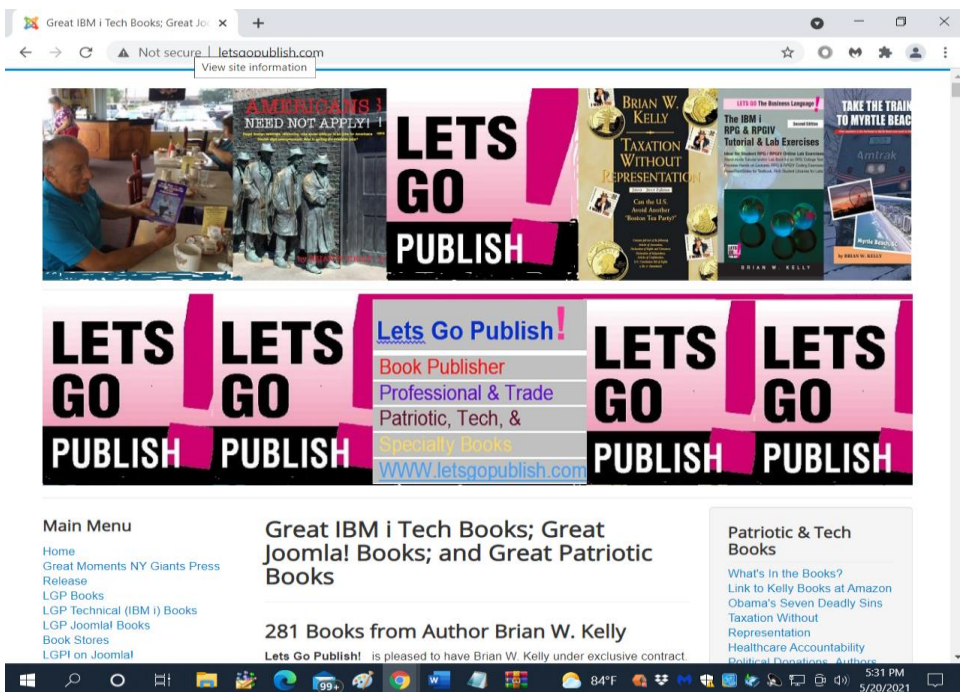
Antitrust & Big tech & Small Business

Now that we have explored the effect of Big Tech on big individuals and big companies, let's see how Big Tech affects regular people and small companies. For example, I began to write this book a few weeks ago because Amazon had censored my tenth book and I was not getting anywhere in my negotiations. In fact, they had stopped communicating with me, I'll tell you the whole story later. My plan was to use the book as a basis for Federal Trade Commission complaint about Amazon for censoring one of my books without just cause. The book title is *The Great Story of Alabama Football*. I'll tell you more as we progress through the book.

Only the Kindle Edition of the book had been censored. The paperback had been available. The content was the same but the media was different. Amazon sent me a note which I will show later that it

had erred in blocking the Kindle version. So, I will not be filing an FTC complaint. Thank God.

We'll talk more about that later but first I want to demonstrate that it is not just the big guys like Donald Trump and Element and Parler that get hurt by the oligarchs. It is also little regular guys like you and me. I have the proof about how I was injured and soon you will be getting a look at that.



My little company is called Lets Go Publish! The front page of the main web site is shown above. My company is a small business, aka a small publishing company with 281 book titles distributed by Amazon. The company also includes a number of other titles that were once front-line offerings from another little company of mine called BookHawkers.

The BookHawkers line, before being subsumed by Amazon, consists mostly of tech books and though I have a stock of these books in a small warehouse in my garage, because the Amazon business keeps

me so busy, I have not been back to highlight or market those books in several years simply. Why? Because I do not have the time.

The main web site shown above for my little book business can be accessed at this URL:

www.letsGOPublish.com

Technically, I have 562 (281 titles times 2) available on Amazon but I count only unique titles. In other words if the same title is available in paperback and as a downloadable eBook through Kindle, in my main descriptor article on Lets Go Publish!, I count it just once.

I did not mean to explain so much about my little business. Suffice it to say for this book that even Lets Go Publish! and every other small business of which you know can be affected by the big tech oligarchs if they choose to target them for infractions unknown.

We all know that twenty-five years ago, Facebook, Google, and Amazon did not even exist. Microsoft and Apple did but IBM was the big guy in town. Having worked for IBM until 1992, I know IBM was not predatory. I cannot say the same thing based on my personal observations of Microsoft, which IMHO was a predator against every small business such as WordPerfect Corporation and others that chose to trust Microsoft as a partner. Pardon my French please but all Microsoft Partners including IBM, were screwed, blued, and tattooed by Bill Gates and Balmer and company. It was their schtick. Best wishes on your philandering Mr. Gates.

Those who have been harmed by the oligarchs are among the most valuable and well-known companies in the world. It's a great story but also one that highlights why the government must break up monopolies and promote competitive markets. If IBM has no chance against them, what chance could you or I have?

You may recall. I sure do that in the 1990s, Bill Gates' mother asked John Opel, IBM's CEO at the time at a United Way meeting in Seattle, if he might throw a little business her son's way. It did not begin with Bill the attacker, Bill the know-it-all, Bill the smartest man in the world, No, not hardly. It began with Bill's mom speaking for

him with the IBM CEO to give him a break. He got his break and he screwed every business partner who ever trusted him from that moment on—including IBM.

I read recently that not just with marital privilege, he screwed his wife Malinda so he could become a philanderer at large while she did what she could to keep things going in their marriage and then even she could not take his crap any more.

I wish her the best. Bill Gates, the human is incorrigible IMHO. If he is an example of big tech's finest then it is no wonder why this miserable lot of oligarchs are held in such disdain across the world.

Go to the planet from whence you came Bill and let your mom in heaven rest without having to vouch for a scum – aka a Big Tech like you.

So, as we like to tell stories, we remember that at a time quite a while ago, Microsoft the tech giant of its day was teaching IBM a lesson in marketing and business. Bill Gates and Paul Allen were trying to parlay Microsoft's dominance in computer operating systems into dominance in the new area of web browsing. The federal government sued Microsoft for violating anti-monopoly laws and eventually reached a settlement. The government's antitrust case against Microsoft helped clear a path for internet companies like Google and Facebook to emerge.

The story of Microsoft demonstrates why promoting competition is so important. Without the opportunity for competition to enter into the fray, new, groundbreaking companies would not be able to start and grow and thrive. Besides, when there is competition, it pushes all companies in a given marketplace to offer better products and services.

Though Google can be an offensive deplatformer itself, I would say most of us are glad that now we have the option of using Google instead of being stuck with only Bing? Of course, Google did out muscle Yahoo in the search engine marketplace. Ironically at one time search engines were part of offerings from browser companies, The leader was Netscape and Mosaic and then Internet Explorer became

successful because Bill Gates used Microsoft's marketing muscle to assure that success.

Meanwhile Netscape became FireFox when it turned its code over to open source. There is a lot of story in technology and the lesson is that even IBM the one time grand champion needed a comeuppance. Seems like all of big tech today needs a reshaping.

As we have been discussing, today's big tech companies have way too much power over way too much—They have too much power over our economy, our society, and our democracy. They've bulldozed competition, used our private information for profit, and tilted the playing field against everyone else—big and small. In the process, they have hurt small businesses and stifled innovation. Why invest in innovation if you are a monopoly?

Government often messes up anything it touches. Yet when the corporations are not behaving properly as was the case in past history such as the robber barons days, government is the only countervailing force big enough to take on the industry chieftains. Of course, today there is a problem because corruption seems to be unchecked and politicians get away with almost as much as the robber barons once did. Thus, they are not a good source to bank good results for everyday people and the smallest businesses. Today's politicians seem to always have their palms up in the air at the ready for a graft contribution. Too bad. But at least we know it.

Most of us want a government that makes sure everybody, even the biggest and most powerful companies in America play by the rules. Big tech is not playing by anybody's rules other than their own for self-serving purposes. Large businesses, important people, small businesses and even unimportant people are hurt by big tech every day. Big Tech has made prevarication an art form. They are so good at it that they can lie and convince themselves that what they said is the truth. But mostly it is not.

I want the next generation of great American tech companies to be able to flourish but not by eating other companies alive. To do that, we need to stop this generation of big tech companies from throwing around their political power to shape the rules in their favor and

throwing around their economic power to snuff out or buy up every potential competitor. My own experience with Amazon would not have happened if the giant behemoth had not gobbled up the best independent out there.

On-Demand Publishing, LLC, doing business as CreateSpace when I contracted for their services twenty or so years ago, were a great self-publishing services company. They were founded in 2000 in South Carolina as *BookSurge* and because they were so good at what they did in enabling the independent book publishing environment to flourish, they were targeted and acquired by Amazon in 2005. As a client, I for one wish CreateSpace management, not Amazon management were still running the company.

Personally, I do not trust that the Biden Administration wants to do anything for America other than to make it a Socialist country so the country and all Americans will fail and need government help to survive. So, I offer little hope from the President for what is necessary to tame Big tech. Don't hold your breath. You'll suffocate before any action is taken by this President.

A good administration would make big, structural changes to the tech sector to promote more competition including breaking up Amazon, Facebook, and Google. Don't expect it until Biden and company are long gone.

Chapter 5 New Tech Monopolies Hurt Small Businesses & innovation?

Americas big tech companies do provide valuable products. It is what made them so rich and powerful. However, they also wield enormous power over our digital lives. They have already made enough money that it would not hurt for them to act tame and fair. Nearly half of all e-commerce goes through Amazon. Amazing Amazon! More than 70% of all internet referral traffic goes through sites owned or operated by Google or Facebook. That folks is a lot. It is hard to outrun their influence. If only they were not behaving as rogues, maybe we would not care.

They are very greedy and would swallow you up as quick as look at you. As big tech has grown larger and more powerful, they have used their resources and control over the way we use the internet to squash small businesses and innovation, and substitute their own financial interests for the broader interests of the American people.

Yes, somebody ought to stop them. To restore the balance of power in our democracy, to promote competition, and to ensure that the next generation of technology innovation is as vibrant as the last, it is high time to break up our biggest tech companies.

In the early 1900s, history tells us we had similar circumstances in which government befriended the people and tackled the oligarchs of the day. Theodore Roosevelt for example, waged war on corporate concentration as a crusading “trustbuster.” A generation later, another Roosevelt, his cousin Franklin D. Roosevelt during the Great Depression, stood up for small banks against Wall Street’s big bullies.

The Roosevelts are credited by many historians as having saved America from plutocracy and thus, they created a golden age for the middle class. Many effectively argue that we need a new generation of trustbusters to save us from the new robber barons of tech and banking. I could not have said it any better.

America’s big tech companies did not just happen one day. They achieved their level of dominance in part based on two strategies. They

knew what they were doing. **A. They used mergers to limit competition.** Facebook, for example, has purchased potential competitors Instagram and WhatsApp. Amazon has used its immense market power to force smaller competitors like Diapers.com to sell at a discounted rate. Google has snapped up the mapping company Waze and the ad company DoubleClick.

Ask yourself, what were our government watchdogs going while the horses were racing out of the horse-barn? They were watching it happen. Rather than blocking these transactions for their negative long-term effects on competition and innovation, government regulators have more or less waved them through. Come on down!

B. Using proprietary marketplaces to limit competition. Many big tech companies own a marketplace in which buyers and sellers transact while also participating in the marketplace. This can easily create a conflict of interest that undermines competition. In this scenario the big guy dominates and wins and the little guy has all they can do to lick their wounds.

Amazon for example, crushes small companies by copying the goods they sell on the Amazon Marketplace and then they sell their own branded version of the same product. Google allegedly snuffed out a competing small search engine by demoting its content on its search algorithm, and it has favored its own restaurant ratings over those of Yelp. That is dishonest and it is not fair.

There are many examples of these unfair business practices. Bill Gates used the same approach in gaining dominance of the PC marketplace. He befriended companies and gave them an in at Microsoft and then he stole their businesses from them after they had been lulled asleep.

My best book ever is an expose that took me about twenty-years to finish. It is called *Thank You, IBM*. On the roulette wheel (see picture below), which IBM's competitors used to outfox Big Blue, you will find pictures of the ten plus entrepreneurs who took advantage of IBM's willingness to lose its many core businesses so they could become billionaires. No kidding. You'd love this book as it takes IBM from day one to when these modern robber barons should have kissed

the ground IBM execs walked on as a means of thanking Big Blue for not protecting its stockholders. Thus the title, Thank you IBM.

The screenshot shows the Amazon.com product page for the book "Thank You IBM: Special Edition" by Brian W. Kelly. The page includes the Amazon Prime logo, delivery location (Wilkes-Barre 18702), and a search bar. The book cover features a semi-circular arrangement of portraits of technology millionaires and billionaires, with a central green segment containing a white dollar sign. The title "Thank You IBM" is prominently displayed on the cover. The product listing includes the author's name, a star rating, and two pricing options: Kindle at \$0.00 (with Kindle Unlimited) and Paperback at \$16.99 (with Prime).

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Thank You IBM
The story of how IBM helped today's technology millionaires and billionaires gain their vast fortunes.
BRIAN W. KELLY

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by Brian W. Kelly (Author)

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Take a look, Bill Gates mugshot is the fourth one of the pictures on the roulette wheel on the front cover of this book. He was and still is a creep in his personal life and his business life. I tell the whole story about how Gates cheated his way into becoming one of the richest people in the world. Eventually the Justice Department went after Microsoft and slowed them down. IBM never recovered.

Weak antitrust enforcement has led to a dramatic reduction in competition and innovation in the tech sector. Venture capitalists are now hesitant to fund new startups to compete with these big tech companies because it is far too easy for the oligarchs to either snap up growing competitors or drive them out of business. Bill Gates taught sleazy entrepreneurs how it was done by beating IBM. The number of tech startups has slumped; there are fewer high-growth young firms typical of the tech industry; and first financing rounds for tech startups have declined 22% since 2012. What a shame!

With fewer competitors entering the market, the big tech companies no longer have to compete as aggressively in key areas such as protecting the privacy of the public—which of course is us. And some of these companies have grown so powerful that they can bully cities and states into showering them with massive taxpayer handouts in exchange for doing business, and can act in the words of Mark Zuckerberg *more like a government than a traditional company*.

This is intolerable in America. It's like having a bunch of governments that are not elected controlling how we live. We must ensure that today's tech giants do not crowd out potential competitors, smother the next generation of great tech companies, and wield so much power that they can undermine our democracy.

Chapter 6 How to Restore Competition in the Tech Sector

Is it too late? No but we all have to wake up right away!



Is Big Tech now just too big to stomach?

The long tradition of America breaking up companies when they have become too big and dominant even if they are generally providing good service at a reasonable price can bail US out in our time of need.



As I intimated several paragraphs ago speaking of the robber barons, it was over a century ago, in an American period known as the Gilded

Age, the same merger craze was taking place which led to the creation of some of the biggest companies in American history. I am not sure if the schools still teach about this part of American history but it is a worthwhile lesson to learn.

The offending companies included Standard Oil and JPMorgan and many of the railroad behemoths such as Union Pacific and of course there was the behemoth of them all, AT&T. In response to the rise of these cartels/trusts, Republican and Democrat reformers gained election credentials by advocating antitrust laws to break up these conglomerations of power to ensure competition. They were mostly successful.

In this tradition, an effective governmental administration would restore competition to the tech sector by taking at least a number of major steps to that end.

It would not be easy but nothing in life worth having is easy. So there would be legislation necessary that would require large tech platforms to be designated as Platform Utilities and be broken apart from any participant on that platform. It would be something like if you were an owner, you could not be a user.

We're talking about companies that both run the marketplace and then are cleverly participants in their own networks. Using this technique, the Big Tech Oligarchs have had an unfair advantage by making rules that favor them and making restrictions that affect their competition in their marketplace or network.

Let's say companies with an annual global revenue of \$25 billion or more that offer to the public an online marketplace, an exchange, or a platform for connecting third parties would thus be designated as *platform utilities* (owners). They would not be players in their marketplace. They would be a utility that run the marketplace.

The reason for the prohibition is that it would take the too-powerful companies out of their own marketplaces. They would be prohibited from owning both the platform utility and any participants on that platform. Platform utilities would be required to meet a standard of fair, reasonable, and nondiscriminatory dealing with users. Platform

utilities would not be allowed to transfer or share data with third parties.

For smaller companies (those with annual global revenue of between \$90 million and \$25 billion), their platform utilities would be required to meet the same standard of fair, reasonable, and nondiscriminatory dealing with users, but would not be required to structurally separate from any participant on the platform. If this permitted the marketplace owner to dominate all other players, the new oligarch would have to be designated as a Big Tech player—i.e. a utility!

This is not easy and many government employees are making money—too much today—by not enforcing the trust laws. To enforce these new requirements, federal regulators, State Attorneys General, or injured private parties would have the right to sue a platform utility to enjoin any conduct that violates these requirements, to disgorge any ill-gotten gains, and to be paid for losses and damages. A company found to violate these requirements would also have to pay a fine of 5 percent or more of annual revenue.

Being specific, in the new world it would be hard for Amazon Marketplace, Googles ad exchange, and Google Search to be the dominators because they would be platform utilities, not players under this law. Therefore, Amazon Marketplace and Basics, and Googles ad exchange and businesses on the exchange would be split apart. Google Search would have to be spun off as well.

Surely there are some great American prosecutors out there who are honest and who would enjoy clamping down on big corporations who use an unfair advantage to cripple regular citizens. What a great job for lawyers looking to be on the better side of life.

As another necessary ingredient, if I ran the government, my administration would appoint regulators committed to reversing illegal and anti-competitive tech mergers. Of course. It should be happening now, Right! Heck, we already have enough laws.

Current antitrust laws give the federal regulators all they need to break up mergers that reduce competition. I would appoint regulators who

are committed to using existing tools to unwind anti-competitive mergers, including the following along with others:

Amazon: Whole Foods; Zappos, CreateSpace

Facebook: WhatsApp; Instagram

Google: Waze; Nest; DoubleClick

We're looking for healthy competition to make things better and to help us all get from under the nasty thumbs of Big Tech Oligarchs who care just for themselves. We know the benefits of competition but let's say it one more time so we can believe it.. Competition among companies can spur the invention of new or better products, or more efficient processes.

Firms may race to be the first to market a new or different technology. Innovation also benefits consumers with new and better products, helps drive economic growth and increases standards of living. It's all good! Without competition it is what it is—all bad!

Unwinding these mergers will promote healthy competition in the market which will put pressure on big tech companies to be more responsive to user concerns, including the major concern of privacy.

Can the future be protected?

So if I ruled the world, what should the internet look like after all my reforms? Well first of all, here is what would not change: You'll still be able to go on Google and search like you do today. You'll still be able to go on Amazon and find 30 different coffee machines that you can get delivered to your house in two days. You'll still be able to go on Facebook and see how your old friend from school is doing. That is good and that is all we ask of Big Tech. We were never looking for another God!

Here's what will change: Small businesses and startups from regular people would have a fair shot to sell their products on Amazon without the fear of Amazon pushing them out of their own business. Google would not be able to smother competitors by demoting their products on the Google Search Engine as they often do. Facebook would face real pressure from Instagram and WhatsApp to improve

the user experience and protect the public privacy—our privacy. Tech entrepreneurs and those just thinking about it would have a fighting chance to compete against the tech giants.

Of course, my suggestions for what I would do even with the proper authority will not solve every problem the world is experiencing with our big tech companies

In addition to keeping big tech at bay, regular people and special people too must be given more control over how their personal information is collected, shared, and sold. This must be done in a way that does not lock in massive competitive advantages for the companies that already have a ton of our data. Perhaps the data farms should be deleted so that we can all start from scratch.

Additionally my plan would help Americas content creators from local newspapers and national magazines to comedians and musicians keep more of the value their content generates, rather than seeing it scooped up by the people who did nothing to gain it. I mean companies like Google and Facebook.

And of course we must use our government to ensure that Russia and China and Iran and other bad actors such as any other foreign power cannot use Facebook or any other form of social media to influence our elections.

We all know that these are each in the category of tough problems, but the benefit of taking these steps to promote competition is that it permits us to make some progress on each of these important issues too. More competition means more options for consumers and content creators, and more pressure on companies like Facebook to address the glaring problems with their businesses. It is a tough world out there and having big bullies control things does not help one bit.

Healthy competition can solve a lot of problems. The steps I would implement if I had the power are the steps those with the power should begin to implement today. These steps will allow existing big tech companies to keep offering customer-friendly services, while promoting competition, stimulating innovation in the tech sector, and ensuring that America continues to lead the world in producing

cutting-edge tech companies. It is how we assure the protection of the future for the Internet.

We are America. We can do anything, including go to the Moon or Mars or any other planet which we choose. Have we not been there already? We are very capable. We need the will to fight off the bad actors who are willing to take away our freedoms. Can't is a word for failures. We can. We can get this done.

We can make big, structural change. But it is going to take a grassroots movement, and it starts no later than right now. Keep in mind that each of us in our own way is a difference maker and as such we need to get ready to fight hard alone and together.

God bless you.

Chapter 7 Big v Small

Are they incorrigible?

They are rich so of course they are.



The Ugly face of Big Tech

We know who they are.

Besides being one of many, exactly who are you? Who am I? If you are like me, you are just a regular Joe meaning that you can get hurt big time by trusting big shots who care nothing about your well-being. In other words, they don't give a crap about you. In this book we have referred to them as the oligarchs of big tech. An oligarch is the pure opposite of a regular Joe who might also be known as a personification of John Q. Public. Of course there are other terms that fit the bill for guys like me and most of you. Let's take a brief recount of them.

We have the terms *average Joe*, *ordinary Joe*, *Joe Sixpack*, *Joe Lunchbucket*, *Joe Snuffy*, *Joe Schmo* (for males) and *Ordinary Jane*, *Average Jane*, and

Plain Jane (for females). These have been used primarily in North America, mostly the US, to refer to a completely average person. But what is that? Typically, it is just an average American. How can you say it plainer?

It can be used both to give the image of a hypothetical completely average person or to describe an existing person. There are similar terms in other languages which give the same connotations. However, if I can accomplish my book mission in one language, spoken primarily in the US, then I am happy even though parallel terms in other languages for local equivalents exist worldwide. So what?

An oligarch as noted is the complete opposite of a regular Joe. Quite simply we can think of an oligarch as a very rich business leader with a great deal of political influence. There are few US oligarchs. Unlike particular regular Joe's, they are easy to spot. Nobody would mistake a regular Joe for an oligarch and the same can be said about anybody possibly mistaking an oligarch for a regular Joe, No way!

A few nameless political scientists who studied this very matter suggest that America has changed and because of the differences between regular Joe's and oligarchs and perhaps even those in-between, the US is not necessarily any more the land of the free and the home of the brave. However, when pushed as in the first revolution, WWI, & WWII, it can become just that. It becomes the land of the free and the home of the brave.

In the view of the nameless scientists, America is not that country founded by patriotic forefathers, but instead, today's America is less a bastion of representative democracy and more a nation trammled by the desires of the hyper wealthy. Call them billionaires if you wish but oligarchs are even richer and have more raw power than mere billionaires. They are leaders of something big, very powerful and very rich.

Consider that the three richest people in the US, all oligarchs, Jeff Bezos—Amazon, Bill Gates—Microsoft, and Warren Buffer—Berkshire Hathaway for example own more than the bottom half of the country combined. I bet you will use that “fact” at your next

cocktail party. Regular Joes are actually invited to cocktail parties given by other regular Joes but rarely if ever parties given by oligarchs.

Oligarchs spend a lot of time protecting what they have as it is massive. Regular Joe's do not have such a burden. Conventional wisdom claims that the most powerful force in American politics is apathy? Some swear to that because in today's world there is not as much hope as there once was. Others think that this conventional view is rubbish. They believe that most powerful force in American politics today is anti-establishment fury at a rigged system. Now you're talking. Take a picture of Big Tech for a memorialization of that notion.

Is there room for a regular Joe or an oligarch? Do we still have "moderates." Is there still a center. There are a lot of differences and less sameness today. What divides us is profound. One might say that today's great divide is not between left and right. It's between democracy and oligarchy. Think about it. Proponents of democracy are regular Joe's and proponents of oligarchy are happiest when performing financial transactions from the inside of a well-protected bank or other citadel.

OK, I think we got it. Whatever your conclusion is, it is more than likely valid.

Let's take a break in place

For now, let's take a break from serious conversation about rich and poor and the like, and let's learn a lesson from a song I heard performed first by Dean Martin & Jerry Lewis together. I bought a CD at a flea market in Hometown for a couple bucks about ten years ago. I never thought it would make me smile as much as it has. I would recommend looking it up and listening to one of the tunes on it. It teaches a lesson.

There is a version of the song by just Dino (Dean Martin) and another with the two of them (Martin & Jerry Lewis) . I like the duet best. See if we can all learn something by seeing the words to this hundred year old song:

It is called the Money Song! Enjoy!

If you got it you don't need it
If you need it you don't got it
You don't get shame on you
Funny, funny, funny what money can do

Them that have it get more of it
Less they need it the more they love it
And it sticks to them like glue
Funny, funny, funny what money can do

Ask the rich man he'll confess
Money can't buy happiness
Ask the poor man he don't doubt
But he'd rather be miserable with than without

If you spend it please be wiser
If you save it you're a miser
You don't want it you're cuckoo
Funny, funny, funny what money can do

Funny, funny, funny what money can do

Money money we love you
Funny, funny, funny what you can do

*** End of song ***

I suspect this song has more meaning to a regular Joe than a regular oligarch if there is such a thing.

As witnessed by Donald Trump and the many large companies that have been de-platformed by the big tech oligarchs, billions of people, rich and poor alike, around the world have come to rely on the services Amazon, Apple, Facebook, Google, and others provide to exercise their basic human rights. Shall we call them e-rights? But for many people, both within and outside the U.S., the concentration of power in these companies has meant considerable harm.

We all have learned that it is nearly impossible to avoid using one of these company's products when online. Facebook and Google in

particular have become gateways for accessing and disseminating information. Each month, the latest stats suggest that almost 3 billion people use Facebook or WhatsApp or Instagram (which Facebook acquired in recent years). Wow!

Facebook is not just a US phenomenon. In fact, more than 90 percent of Facebook's users are from outside the United States. An additional fact to know is that more than 90 percent of the world uses Google Search, and Google's Android software backs up at least three of every four of the world's smartphones. That is how pervasive these companies have become in the last several years in people's lives. Go ahead try to live without them without being deplatformed. If they were kind souls, there would be no worry. But ,they are not!

So, what's wrong with that? Nothing if you are the beneficiary. However, such a concentration of power exacerbates the harm that is done when one of these tech giants fail to protect the little guy in terms of privacy or in terms of regulating content responsibly and in line with human rights. You may think I am being too heavy but not so! It is like they are watching you with all of your private data until the day you can break away and then swoosh. Your company is no more. Do you think I am kidding?

There are more human rights concerns associated with Facebook and Google's services than you might think. It is because of their surveillance-based business model. Without regular Joe's or a millionaire's permission, their model permits email, social media, search, video, or other services to be gathered from unsuspecting clients like you and me and then to grow into huge, dominant networks using intellectual property of the users whose information is confiscated. These users never see a dime but Google et al see many dollars.

How can this be? The free deal is not really free—that's how! The dues collector is a big tech oligarch who knows the little guy does not know what to expect from these tyrants. How, and why is all because billions of users could sign up without paying any fees that are expressed or implied. They are assessed post-facto as in an oligarchy.

Once signed up, the Big Techs assume all the rights of the regular Joe's and even the Donald Trump's. That is how insidious they are. The monetary gain, when it is the objective, does not pass back to the originators of the value. Don't complain please or you won't even get your small share. Just kidding! Yell like hell to whomever will listen!

Instead of making you part of the gain, these platforms monetize your data, by turning it into ad revenue. You get nothing. Joe Regular or Regular Joe does not know how to monetize his last little poem but big tech does and it keeps the profits. Their computer programs, aka their algorithms are engineered to maximize user engagement clicks, likes, and shares which leads to more engagement with their products, generates more data, and leads to more advertising revenue. Joe S. the Ragman gets to keep his rags.

Studies have shown divisive and sensationalist content are more likely to drive engagement. It does not matter. Twitter, Amazon, Microsoft, Google et al all add no value other than the ability to display stuff. The content has the value and Joe Regular does not share in this bounty and thus, he and Jane Plain is left out of the formula of real entitlements. You already know this but you probably may think that what you have has no value since you have no way of knowing how to collect. Big tech wants to keep it that way. They do not plan to tell you that you made them rich.

Why is this a problem. Well first of all it is not fair. Nobody asked Joe Regular for permission to keep profits from what they make from his stuff. It is especially problematic because these companies have rushed to capture markets without fully understanding the societies and political environments in which they operate. Facebook skobbed one section and other oligarchs skobbed their own favored sectors.

There were targeted countries in the Global South with low internet penetration rates to promote a Facebook-centric version of the internet. They were clever whereas Joe S the Ragman had no expertise. They used an app called Free Basics as well as other initiatives to lift value from players into their own pockets and they never even reported the gain to the IRS. Why bother?

The big behemoths entered into partnerships with other big behemoths such as telecom companies to provide free access to Facebook and a limited number of approved websites, along with their aggressive strategy of buying up competitors like WhatsApp and Instagram. By changing platforms, Regular Joes were trapped again by their new platform being bought out by a big oligarch who did not care about regular people. *Fair* was not a hit in their search algorithm.

It does not matter to anybody unless it matters to you. This strategy has had devastating consequences that are unknown to most. It is especially insidious when it became effective in dominating information ecosystems. Joe S. the Ragman never saw his bank balance increase though he helped the perpetrating oligarch to make millions in millions of accounts.

It will go on like this until the people revolt and demand that politicians do their jobs or don't get elected. HR1 of course is a ploy by the Democrats who found socialism as another excuse to take away the people's future right to fair elections. So, watch out for that sneaky Pete bill, folks. If you are not willing to fight for democracy, it will be gone before you know it.

Let me point out a case in which Facebook tried to take it to *Joe S. the Ragman* but had the tables turned on itself. *Myanmar* is arguably the most infamous case, where Facebook was used by hardline ultranationalists to spread hate speech and promote ethnic cleansing of Rohingya Muslims. In the Philippines, where Facebook usage more than tripled in the first five years after Free Basics was introduced and where nearly every internet user is on Facebook, election related misinformation spread rampantly on the platform.

Facebook was not neutral. It took sides though it was against its credo. While Free Basics quietly retreated from Myanmar, the fact that many people in Myanmar think Facebook is the internet has had lasting implications for the receipt and dissemination of information, especially when the government uses such a corrupt tool as a formal channel of communication with the public.

Who died and let Facebook boss? Ask that question whenever it fits and whoever is the perpetrator – big or small. Many ask this as another

worrisome trend is major tech companies coordinate to remove content that they define as terrorist or extremist. However, there is no proof of their determination. Now what?

Of course it is understandable that Facebook, Google, and other tech companies want to work together to counter such content if they are correct in their assumptions. But, folks, it was not you and it was not I who gave them the god-like power to obstruct free speech?

For the authorities that look, the evidence suggests the big guys are over-censoring and in fact often removing anti-terrorism counter speech, satire, and journalistic material. It is intuitive that this comes with grave implications for rights including free speech and accountability. How do they get away with this, They lie and their lawyers lie and Joe S. the Rag Man loses ever time.

Joe eventually gets upset and wishes that all big tech be subject to prosecution for unfair business practices. Even Republicans are so chicken hearted and lily-livered that what is good for America and Americans if it is not good for these political professionals never reaches a vote and the public, especially Joe S. the Ragmen is frustrated and eventually gives up.

Addressing the monopolistic aspects of the big tech platforms is not a panacea for human rights problems, but it may make it easier to hold platforms accountable or create conditions for alternative models to emerge. Some of the solutions are obvious and have been addressed in other areas of this book. In America, the legislature can shut down corporate perpetrators but they simply do not because they are on the take. Why execute the gravy train? They benefit from not doing the people's work.

How can a legislator be salaried at \$170,000 per year and leave office a multi-millionaire. You and I both know how. They left their honesty at home when they were elected. Why if we know, don't they know and why don't they purge those in their midst who hurt America.

Besides enabling data portability and interoperability, which would give people more control over their own data and allow them to communicate between social media platforms, as they do between

telephone networks and email providers, legislation could make it all fair. They could enable proper competition and empower users to have real choices in which they find information and how they connect with other like people online.

Congress has failed miserably but some say this is not so because Congress is on the take and has not made an effort to make it fair for the little guy to compete in an on-line world. Nonetheless, Congress to be representative of the people needs to adopt a strong federal data protection law that meaningfully regulates the collection, analysis, and sharing of personal data by companies with security and intelligence agencies, advertisers that engage in discriminatory profiling, or others who may violate rights. Congress must wake up or its “WOKE” period will find each of them in public disgrace.

We all know this intrinsically but nobody in Congress seems to have the intestinal fortitude (guts) to do what is required of their oath of office. It should also consider requiring human rights impact assessments that assess all aspects of companies operations, including their underlying business model, and require human rights due diligence for their operations globally, and especially before entering new jurisdictions. Of course but they first have to choose to be honest brokers in a dishonest world.

Who really cares about the rest of the world if we can solve our own problems that exist because of graft, dishonesty, and the acceptance of donations from the big fish/ oligarchs, Thankfully the rest of the world is not waiting for the U.S. to regulate big tech because so far the US Congress has failed (seemingly intentionally because they are on the take) and it looks like today’s Congress intends to perpetuate the failure.

But lawmakers here should carefully consider how their steps to regulate big tech or not will impact billions of people around the world. These companies have vast reach, and their human rights impact is global. A response to their dominance should be too. The real question is do Big Politicians have the big guts necessary to solve the big problems regarding Big Tech to help the small guys who are happy being known as the Regular Joe’s?

48 Brian Kelly for the US Senate – from PA

They had better!

Chapter 8 Amazon & Independent Authors?

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The game is rigged. Try running for Office in a state such as Pennsylvania, in which the political incumbents and the establishment have the game rigged. Corrupt state politicians in all 50 states have slanted the ballot-access table in favor of

My first book launched with CreateSpace pre-Amazon

We just spent seven chapter discussing the major issues and the solutions to the Big Tech problem. It basically boils down to government having to do its proper job of adhering to the wishes of the people and protecting the people from monopolies that hurt the country.

My personal experience with Big Tech is that like many, I have been an Amazon customer since they became an online sales agent for books. It was so unusual back in the mid-1990's to be able to buy books online on the internet as both were so new.

Jeff Bezos, a clever entrepreneur pulled it off by bringing Amazon to life with a loan from his parents. Sounds a little like Bill Gates twenty-years before him. Bezos' parents invested almost \$250,000 in the start-up. In July 1994, Amazon opened as an online bookseller, selling the world's largest collection of books to anyone with World Wide Web access.

Like many others with humble beginnings, Bezos started his company in his garage in Bellevue, Washington, on July 5, 1994. His vision was an online marketplace for books but it soon expanded to sell electronics, software, video games, apparel, furniture, food, toys, jewelry and just about anything else

From its meager start in 1994, Amazon did all the right things to become a behemoth in the distribution industry. First Amazon became the biggest online reseller of books and then it was everything else. In just 27 years since its founding Amazon is the biggest online retailer of everything in the world and founder Jeff Bezos alternates being the richest man in the world to number 3. Think of it folks, just 27 years ago, there was no Amazon. Many would like to go back to those days.

Their product categories that are offered to their customers are electronics, furnishings, gifts, books, jewelry, home & kitchen, office products, clothing, baby products and a lot more under one roof. Due to their wide reach of offline retail business, Costco is also considered as one of the top Amazon competitors.

This global ecommerce giant reports \$232 billion in net sales annually. Clearly the company is the most dominant online store in existence today. Forbes recently reported that Amazon had surpassed Walmart, making it the world's largest retailer.

One of the most sobering comments I found in my Amazon research is this: **“Every ecommerce store owner needs to face the reality that they are competing with Amazon.”** That my friends is a big company and that idea is very scary because Amazon takes no prisoners.

They got there because in my opinion, they have no problem cutting off any competitor's critical body parts to make their next nickel. The fact is that the competitor's industry and company size doesn't matter.

If you sell physical products online, you're competing against Amazon. They sell everything; you can even buy a pre-built tiny home on their platform. And over the last ten years, they have become the number one publisher in the country with their Kindle Direct Publishing (KDP) business. They are #1 for independent publishers such as my company Lets Go Publish. I currently have 281 titles listed with Amazon Paperback and 281 eBooks.

If you have not heard of Amazon's KDP and other publishing ventures, you will. All publishers are worried about Amazon's reach and in fact, the leading American professional associations for authors, publishers, and booksellers recently wrote to the House Antitrust Subcommittee about what they call Amazon's 'scale of operation' and 'share of the market.' They are scared and they should be.

They know they have to hang on to all their body parts or they'll soon be in Jeff Bezos' foot locker. Amazon's machete censored nine and almost ten of my last 30 books. I will tell you some of that story over the next several chapters before we close out the book. I managed to un-censor the tenth book by threatening to take the matter to the FTC.

Johnny Cash may have been the first (though the song was born in Australia) to have been everywhere—man, but Amazon is already way ahead of the late singer. And, Amazon makes more Cash being everywhere than Cash could ever imagine in a thousand lifetimes with a name like Sue. How do you do?

Here are some more Amazon facts:

In the U.S. alone, Amazon has 45% of the ecommerce market share. That's up from 34% in 2016 and expected to eclipse 50% by 2021. Amazon is truly Amazing. Too bad they choose to be so ruthless in their chosen marketplaces.

You can't outrun Amazon. Only the government can help. Simply put, Amazon is showing no signs of slowing down any time soon.

As big as Amazon is, the company still has its fair share of competitors. It will be attacking them one by one until it takes over

their businesses. That is my humble opinion. Streaming service Netflix competes with Amazon Prime Video. Google Home products compete with Amazon's virtual assistant Alexa. In the cloud computing arena, Microsoft Azure and Google Cloud both compete with Amazon Web Services (AWS).

Folks, that's just on the technology side — there are plenty of B2B and B2C eCommerce stores going head to head with Amazon and for now, they report that they are thriving. Just wait!

We are going to spend the rest of this chapter and the rest of this book on Amazon because I have the most experience with this particular Big Tech Giant and I can show you first-hand how life is not totally fair with an Amazon in the ballgame—in many industries.

There are a lot of big tech companies but if we could solve the problems with the biggest—Twitter, Facebook, Amazon etc., we would be one huge step ahead on being OK. In this book, we already discussed how government is necessary to curb the bad habits of these big tech threats.

More than simply bad habits, we all know it is their chosen way of conducting business—intimidation and bullying—whether you are a regular unimportant joe or an important person or what once was an important company. Big Tech has a vacuum cleaner-like business model to reduce your business of your opportunity for success. They do not care how you feel about it as long as they win!

We would need an encyclopedia set to store all the examples of how big tech and their many business enterprises have put the kybosh to valid attempts by smaller companies and regular Joes to be competitive in today's unfair world.

Not only would you not read all of the stuff if I were able to collect it, I don't believe I could ever collect it all and I could not get anybody, including Amazon to print it for me. Having said that I am very familiar with one of Amazon's own businesses, it was once known as CreateSpace . Let me tell you the story.

This is the story about how today's independent authors—fiction & non-fiction alike wound up with Amazon.

For the smallest independent author, such as myself, Brian Kelly of Lets Go Publish! a company called CreateSpace was a godsend. There were other companies that did what CreateSpace did for independents but not as well. The writer / author community flocked to CreateSpace because they were the best. I was one of them. My first book with Amazon was published in April 2006. I did not know it was Amazon at the time, because I dealt with their recently purchased subsidiary, CreateSpace. is

Ingram Spark is one such company that competed with CreateSpace but their opportunity for the smallest author companies was not easy to penetrate. There are reasons still why people such as myself stay with Amazon's version of CreateSpace rather than venture out to find out if Ingram will take them on. This book is not about that.

One day I read a blog that said:

CreateSpace is DEAD. Here's what you need to know.

That is how the news of Amazon's take over hit independent authors such as myself. I was once published by the biggest of them all-Harper Collins's Ballinger Publishing company handled my first book titled The Personal Computer Buyers Guide, published in 1984. In 1986, John Wiley 7 Sons published five more of my books. At this time, it began to take longer to present an idea in proposal form for publishing to the big guys to get an equitable contract than it took to write the proposed book. So, even before CreateSpace, I went independent by myself with Offset Paperback and then I signed up with CreateSpace in 2016.

CreateSpace was a dream come true just as my friend Paul Harkins had advised me.

As all writers know, the process of self-publishing a book is ever-fluctuating and evolving. Case in point: CreateSpace, was one of the premier print-on-demand (POD) services for self-published authors not too many years ago. It merged with Amazon's KDP Print in late 2018.

Amazon basically disemboweled CreateSpace and assumed its identity.

As CreateSpace was one of the go-to options for anyone aiming to print a “self-published book,” the switch left many in the lurch and confused. I personally waited until I was threatened to switch to the Amazon version or forget being published forevermore.

Amazon killed CreateSpace and started its own KDP (Kindle Direct Publishing) Print Division that is not as easy with which to conduct business as CreateSpace.

What happened to CreateSpace?



For those who aren't familiar, let's do a quick recap. CreateSpace used to be a print-on-demand service for self-publishing authors — and as POD services went, it was pretty good. CreateSpace made it easy to create paperback versions of books and even provided expanded distribution and printed proofs, making it a popular choice among authors. They had a very nice cover creator which saved a lot of money from having to hire graphic artists.

In 2005, Amazon acquired CreateSpace, but continued building its own POD service (KDP Print). In 2018, there were signs that CreateSpace might be put aside entirely for KDP Print. This prophecy was soon fulfilled: in August 2018, Amazon announced that CreateSpace and KDP Print would merge completely. CreateSpace books would need to be moved onto the KDP Amazon platform, and CreateSpace itself would hitherto become obsolete. It is all behind us now. There is no CreateSpace other than the good memories.

In summary, Amazon's KDP has completely replaced CreateSpace and taken over its core business. The transition from one system to another had its many bumps but Amazon kept at it and now has a functional printing unit that IMHO is not as good as CreateSpace but is very usable.

Unlike CreateSpace, however, Amazon thinks it owns its authors. For example, I recently had my tenth book of 281 titles censored by Amazon. One day they told me that the content in my non-fiction book was freely available on the Internet. Everybody knows that except Amazon apparently--that most facts are available on the internet and in encyclopedias and in the public library etc. So why would Amazon think that a non-fiction book had to be about new facts? Think about that. How do you write about the history of football for example with all new facts?

My tenth censored book by Amazon was the reason I wrote this book. After my eighth censored book, I complained to the FTC about Amazon. I'll tell you more about that soon. I planned to write a book about a second FTC complaint after Amazon stubbornly chose to insist that my book titled *The Great Stories of Alabama Football* could not be accepted for printing because the facts in the book were freely available on the Internet. That was true but all books today have almost all of their facts available on the Internet. Somehow Amazon did not understand this fact.

I will show you how I convinced them for the first time out of ten tries that my new book should be made available on Amazon's Kindle Platform. Ironically, Amazon had no problem with the paperback version of the book but prohibited its release on Kindle. The content was 100% exactly the same. I began to write this book before I was granted permission to use Kindle as a source for distribution of the book which had originally been censored.

Let me back up and go over the rationale for my being upset with Amazon about their censoring my books. On October 20, 2020, I filed a complaint with the Federal Trade Commission -- FTC. Some of what I write in the next chapters is directly from that complaint as it presents the unfair scenario which Amazon bullied me into accepting.

I decided that I would not pursue an FTC complaint for this tenth censor job as Amazon relented and the book is available

Below, to wrap up this chapter, you can see the book that was once censored has been made available on Kindle.

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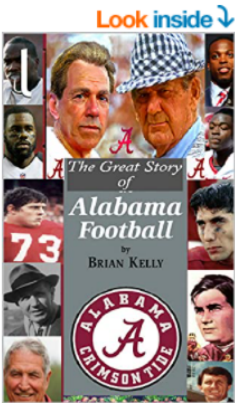
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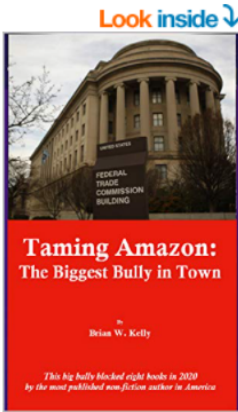
The book is written for those of us who love Alabama Crimson

Chapter 9 LGP Takes Amazon to the FTC

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Everybody knows that your business will be severely punished if you decide to mess with Amazon, even if you are 100% right. I was blocked perhaps because of the same reason this next guy was blocked: I THINK what I "did wrong" was to use what they consider "widely available facts" which are a lot of facts about the < [Read more](#)

My little publishing company is known as Lets Go Publish! (LGP) (www.letsgopublish.com). We shorten it to LGP. I filed a complaint and four addenda to the complaint. I will minimize the text in showing you the essence of my complaint. I will use multiple chapters including a chapter which discussed my last censored book which I had planned to take to the FTC.

LGP Complaint v Amazon to the FTC

This is the cover letter I sent to the FTC:

Brian W. Kelly
Lets Go Publish!
October 19, 2020
To the:

FEDERAL TRADE COMMISSION

Headquarters

Complaint against Amazon
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
Telephone: (202) 326-2222

Dear Sir or Madam,

I am being discriminated against by Amazon because I am a conservative author. They are in the process of blocking my ninth book this year from printing and distribution. I had used CreateSpace before this year and Amazon bought them out and changed their business practices and made it difficult for independent publishers such as myself from finding a company that offered the services of CreateSpace.

I once contracted with Offset Paperback a local printer to produce books for my little company called Lets Go Publish!. I would print 20 books at a time and pay for them and sell them on a web account that I owned on the Internet. A friend of mine Paul Harkins told me I would be better off using CreateSpace for it would not cost me a dime until they sold a book. This worked well until Amazon bought CreateSpace. And all of a sudden in this past year I have had eight books blocked and a ninth is in the queue to be blocked.

I was so upset I asked my son who is a lawyer to take a case before magistrates court in PA against Amazon. He suggested I file an FTC complaint because Amazon is preventing me from having my books printed and distributed. The market place for independent publishers is not too big for finding such services after Amazon bought CreateSpace. This is the complaint.

To present a case, I wrote another book that I titled *Taming Amazon: The Biggest Bully in Town: This big bully blocked eight books in 2020 by the most published non-fiction author in America*. Ironically, Amazon did not block this book about itself and I have provided in this envelope for your reading to better understand the issue and my discourse with Amazon.

The seventh block for example was blocked because I took publicly available speeches and found transcripts across the Internet for them. I informed Republican officials of what I was doing but could not find 87 people who delivered the speeches to gain permission. Yet, they were publicly available on the Internet as delivered and in text form.

My value provided by the book was that I offered a perspective and I put all the speeches for each convention night in one chapter. I argued that facts are facts and any fact I used would be the same fact that anybody else would use. I could not create a different fact to say that “George Washington is the first President of the US. It seemed no matter what I argued they could not move and they would not tell me which areas of the book they found an issue with.

Here is a link to the book as I submitted it:

<http://www.letsGOPublish.com/files/rncspeches.pdf>

Here is a link to the Amazon Bully book:

<http://www.letsGOPublish.com/files/amazonbully.pdf>

I am also sending the latter book in hard copy to the FTC as it tells more of my story about Amazon’s unfair monopolistic practices.

To resolve my problem, I would appreciate your instructing Amazon to treat me fairly and to unblock the eight books currently in that state and to approve for publishing in the normal way the one book they rejected today. Titled: *What America Loses if Trump Loses*. Please have an agent call me at 570-417-8398 to discuss this matter and help me find a resolution.

Enclosed are copies of my records concerning this matter. The whole story is in the book which can be accessed with the link or you can read the enclosed book.

I look forward to your reply and a resolution to my problem. I will wait a week or more before following up. Please contact me at the above address.

Thank you for your consideration.

Brian Kelly
President, Let's Go Publish! Publisher
I am the most published non-fiction author in the United States.

Addendum to the FTC complaint

October 20, 2020

Brian W. Kelly / Lets Go Publish! V Amazon

There is more to the story that I mailed in yesterday. Please continue the record with this addendum.

Let me begin by saying I am not the only one who Amazon is targeting but the fact is most authors write fiction whereas I write non-fiction. Non-fiction is fact. Whereas a novelist invents stuff and prints it, a non-fiction writer conducts research and discovers facts. When those facts are printed Amazon has recently been picking on every third book of mine and saying that the information is freely available on the Internet as their excuse for banning the book. Here are some other complaints I found. I could fill a book up of small, book to book financed individuals operating as independent publishers who are routinely bullied by Amazon because Amazon has taken away the opportunity for these people to go elsewhere for service.

Amazon self-published authors: Our books were banned for no reason

August 10, 2018

Author J.A. Cipriano has self-published nearly 90 books through Kindle Direct Publishing. Source: J.A. Cipriano

In recent weeks, Amazon ([AMZN](#)) has taken down e-books written by at least six self-published novelists who say they did nothing wrong and

depend on the platform to make their living, those six novelists told Yahoo Finance.

The six authors published many of their books through Amazon's online self-publishing platform [Kindle Direct Publishing Select](#), and they expressed shock and frustration over losing their livelihoods without understanding why.

Amazon, for its part, has been cracking down on KDP Select authors who supposedly game the system in order to get paid more. But the authors Yahoo Finance spoke to insist they haven't engaged in this kind of fraud, and that Amazon banned them without sufficient explanation of wrongdoing.

Let me just say that there is no customer relationship with Amazon. You either accept what they say or leave. Worse than that Amazon can block your books for sale and can in fact discontinue your Amazon membership and put you completely out of business. People like me who speak up are at risk.

Here is a story which reflects the dictates of Amazon the Bully
<https://www.creativindie.com/how-i-got-banned-from-kdp-and-what-happens-after-your-account-is-deleted/>

How I got banned from KDP (and what happens after your account is deleted).

In an unexpected Christmas surprise, I got some emails today saying Amazon had deleted my Kindle Direct Publishing accounts, I can never publish on KDP again, and they aren't required to pay me for previous sales.

This happened during the height of my new book launch, when I was #1 in all my categories, and just starting to build reviews. So not ideal. The main problem was I had two duplicate KDP accounts with the same email, using different passwords. One of them was a mistake, but since I've had it for a couple years I decided to use it for this new book, because I write for very different genres and the two accounts helped me keep them organized.

So yeah – apparently we can't have two accounts. That's against the rules. *Mea culpa*. Also apparently, they sent me a previous email (that I never saw) which I hadn't responded to.

Interestingly, one email is harsher. The first says I will receive unpaid royalties. The second says I'm not eligible for unpaid royalties:

UPDATES: This was my FIRST run-in with Amazon. My second offense happened a year later, when I accidentally added a book to KU but had an old version on Google Play from years before... Amazon *kicked me out of KU completely*— but I made a big fuss about it and got let back in. In 2018, many authors have been getting expelled or banned for “rank-manipulation” even if they’re doing nothing wrong, and using no promos other than AMS ads.

Three more stories

#1 I was at the UPS store yesterday and I noticed the agents had little space to move around behind the counter. An agent told me that the hundreds of boxes were Amazon returns. People who found fault with Amazon product sales and were returning the product. He said that what happens is that the stuff is shipped by the producer. The customer decides to send it back and does to Amazon. they return the stuff to some secret spot where nobody knows what then happens. The original producer who uses Amazon for distribution (somewhat like me) is notified by Amazon on a replacement to resend the shipment. There is no compensation for the resend and no return of the original product. The UPS agent said they thought that Amazon would be going out of business with all the returns they get. The independent producers are being deluged with replacement costs—shipping and new products. UPS stores and other shippers see what is happening.

#2 In 2012, one Chicago book distributor and publisher, Amazon.com pushed just a bit too far. They pushed them right out the door with no concern. Independent Publishers Group has found itself in a struggle with the world's largest online retailer over terms of its contract. Failing to reach an agreement, Amazon, on Monday pulled the plug on 5,000 of the company's titles, removing those offerings from its [Kindle](#) e-bookstore, according to President Mark Suchomel. "They decided they didn't like the terms we offered, and we said, 'We're not going to change,' and they removed them," Suchomel said. C'est la vie. Certainly a company that was not in a monopoly position would not behave in such a fashion.

#3 <http://jakonrath.blogspot.com/2012/02/amazon-will-destroy-you.html>

There are many independent publishers who do not respect Amazon's business practices. Since Amazon bought WAPO, somehow these stories are not as prevalent.

Amazon Will Destroy You

I've been hearing a lot of whiny bitching on the interwebs over the past year.

"Amazon is going to put Big 6 publishers out of business!"

"Amazon is a bully!"

"Amazon is going to destroy bookstores!"

"Amazon engages in unfair business practices!"

"Amazon is the devil!"

"Amazon is going to monopolize the industry, then force all authors to work in labor camps for 6 cents an hour!"

"Amazon is going to invent a car that is fueled by the screams of puppies!"

"Amazon is going to take over the world!"

That last one is probably true.

Blaming Amazon for your eventual downfall is like blaming a lion for being king of the jungle.

Treating authors like shit, when authors are essential to the process, is bad business.

Treating readers like shit, when readers are essential to the process, is bad business.

...

I included #3 above because Amazon is being discussed. Bookstores and publishers and distributors are NOT essential to the process. You should have evolved.

The point is that Amazon squeezes whoever they can so it does not cost them. I think I am being targeted because I wrote political books about the President. Three of my last six books have been about Trump and the RNC Convention. When I wrote about COVID, books were blocked summarily because Amazon said I was not an authoritative source. I think it is because they have an opinion on what is OK speech on COVID-19 and feared I was not on the right page according to Amazon.

Jeff Bezos is the owner of Amazon. He is the world's richest person, with a net worth of \$183 billion, according to the Bloomberg's Billionaires Index. In August 2020, the Amazon CEO became the first person in history to be worth \$200 billion. We all know that Jeff Bezos bought the *Washington Post*

in 2013 to help with propaganda for Big Tech. In the course of the discussion, Bezos articulated the thought process that motivated his purchasing decision, a decision he broke into a two-part framework. By owning a piece of the national press, Bezos gets to slant the news in his favor and the liberal side. Having him censor my books with his publishing connections seems at face value unfair. Don't you think?

President Trump, an astute businessman, who is known to call a fig a fig, says that the Jeff Bezos-owned Washington Post will be out of business in 7 years. He calls it a 'propaganda machine' for Amazon. Today the fact that Amazon censors its independent authors may make the Post irrelevant in the future. But then again, Bezos is the kind of cat who seems like he likes to have the deck stacked well in his favor before he plays. I agree with President Trump. Bezos does not care who he bullies or puts under as long as he has the power. That sir, is patently an unfair business practice.

Who is Brian W. Kelly, the author. Kelly claims to be the most published living non-fiction author in America. Not many well-known authors dabble in the non-fiction genre. For example, Stephen King is seen as one of the most published authors in the world. He is quoted as having said that he writes 2,000 words a day, which is quite a lot. His stories are fiction. You see many of his books on shelves (and on the big screen). Records say that King has published 60 full-length books and over 200 short stories. King also has essays, screenplays, and comics. Brian W. Kelly just completed his 250th book, 246 of them are non-fiction. (In May 2021 Brian finished his 281st book). Kelly also has written hundreds of essays in various magazines,

There are no counts kept of which I am aware of the non-fiction book titles and the authors who wrote the most titles. Whenever I tried to find the record holders those who publish such statistics are caught up in the notion of how many copies are sold and not how many titles. Those on the list often have one and most often less than twenty book titles for their millions of sales. Consequently, I believe it is fair that I claim to be the most published living non-fiction author in America. Nobody has yet to prove me wrong and my total goes up by about twenty-five books a year. Of course, that total of published non-fiction works would be higher if Amazon has not recently seen fit to keep my numbers down by blocking my books which they do not like—simply because they can.

I have no statistics as to how high up in the book titles rankings (all books) I am at Amazon but there is no question that I am Amazon's most published non-fiction author. If Amazon treats me poorly, and they definitely do, can

you imagine the treatment that an author who has just a few titles in any genre receives from America's biggest bully of a corporation.

A little more than ten years ago there were lots of options for authors to become independent publishers and take control of their own destiny. Success or failure was up to the individual without having to find an author's agent and give up a lot of profit if you could find one.

My first books were published by Ballinger, a division of Harper Collins, John Wiley & Sons, Midrange Computing, MC Press, 29th Street Press, IT Jungle, and others. It took about a long to negotiate a good contract back then as it did to write one of my tech books. I ran into a friend who suggested I use Offset Paperback a company in Dallas, PA who were just starting a Print on Demand operation. It was a great relationship.

My first book titles were distributed by some of the magazine tech companies that commanded the readership in the computer marketplace. I would come up with a book, write it, edit it, and Offset POD would print it and make it ready for distribution I would then send as many as a hundred or two hundred to the Tech publishers who were happy to carry my books. Most books sold well but when they did not sell, I ate the printing cost.

My friend Paul Harkins, a tech guy and an independent author suggested I use CreateSpace to save money on titles that did not sell. CreateSpace would take the manuscript in word or PDF form and I would use a cover creator program so that with no cost, I could produce a book. They would then sell the books online. Books were only printed when they were ordered online.

Eventually Amazon began to sell CreateSpace books and that seemed great for increased sales. It was great for a while before Amazon got more involved. When a reader bought a book, CreateSpace would print it, pack it, and ship it and they would bill the customer's credit card, and keep track of an agreed on royalty based on the book price which I set.

Other than time, there was no cost to publish.

Then Amazon bought CreateSpace. CreateSpace operated normally for a few years and then Amazon changed the software for cover creation etc. and made it more difficult for those of us independent authors who felt locked in to CreateSpace. It was so much easier to stay with Amazon than to switch that most did not seek other publishing opportunities. I did not look at other printers seriously. Nobody had ever blocked (censored) a book of mine before this last year.

Other than changes to software, things ran similarly to how CreateSpace operated. Then, this year, Amazon began to get picky. I mean picky. They refused to say what they objected to and then the books got censored. In the first part of my complaint I highlight what they began to do to harass me and then they blocked (censored) eight books and I think the one they fingered yesterday *What America Loses if Trump Loses* will eventually be censored.

In May 2021, I was battling again for another book (The Great Story of Alabama Football) which eventually they relented and printed and distributed.

By the way, when I checked my email at lunch time a few minutes ago, Amazon had not accepted my argument of yesterday (October 19, 2020) . I had sent them the following:

Dear sir or madam,

Some of the facts and content found on the web is in the public domain. As you know, fact based books are like that.

The Trump platform is public domain and available on the Internet in many areas but not all at once. I picked the facets from the Trump platform that applied to this book and there are many that I felt told my story. Nobody has a book with all of what I have.

If you find anything objectionable which I cannot find now in my review, please identify it and I will remove it and resubmit the manuscript..

Thank you.

This is what they sent me:

We've reviewed the information you provided. Based on our review, we're unable to confirm that you hold the necessary publishing rights. The content closely matches content that is freely available on the web and we are not confident that you are the copyright owner. This type of content can create a poor customer experience, and is not accepted

They chose not to identify the objectionable areas because there are none. I replied:

The material is public domain.
What a president says is public domain.
I do not write fiction so facts are facts.

I expect they will block the book as I have seen this pattern of emails in the past.

I never signed a contract with Amazon that gave them censoring ability.

In fact, I do not recall signing a contract at all even with CreateSpace. I did fill out a CreateSpace application but that was a long time ago. Amazon bought CreateSpace to assure their monopoly power over independent publishers.

By the way, my first printer, Offset Paperback, which I left for CreateSpace, no longer prints books for independents. They shut down their POD facility in Laflin, PA a little more than a month ago. Even before that when I requested a quote after a number of blocked books by Amazon, they were unable to give me one.

I used Offset as a printer and sold and distributed my own books. I used CreateSpace as a printer and as a distributor. To the best of my knowledge, they never checked my content other than to make sure my PDF formatting fit their printing requirements. I am the publisher in the Lets Go Publish! Operation. I don't need anybody to check my content and would not have signed anything giving CreateSpace a right to check my content. When Amazon took over, they took all CreateSpace customers under existing and did not send out new contracts to be signed.

Let me repeat. I never gave any company the right to edit and censor my books based on content. I viewed Amazon as a printer who also distributed my books. That is it. They have taken the idea of printing to a level no independent would have agreed with.

This looks a lot to me like what Twitter and Facebook is doing with the Biden Laptop. Who gave this high tech company Amazon the right to censor my content by choosing not to publish my books after supposedly reading them? It was not me.

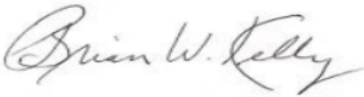
Now that the alternative market place for POD printers is much thinner, independents do not have the opportunity to switch from Amazon. Amazon has seen to it that they now own the opportunities and if you do not play ball, you do not get to publish and distribute another book. That is a monopoly power and it is patently unfair to small independent publishers.

By the way, this is a small point but it demonstrates the disdain Amazon has for its customers. Before Amazon censors a book, they force me to use an ISBN# which cost publishers like me from Ten dollars to \$100 a piece. When they block a book, they do not permit have an ISBN to be reused thus costing publishers real money besides all the time wasted trying to write and publish the book.

Please address this issue first by forcing Amazon to unblock and de-censor my books. Secondly, I would also like Amazon to analyze potential sales of these books during the blocked period, and pay me a royalty for expected sales. Thirdly, I would like a free pass on all future books so that I do not have to waste all this time trying to get approval for a book that my publisher Lets Go Publish! has already approved.

Please help me and others in my predicament. I look forward to hearing from you at your earliest convenience

Sincerely

A handwritten signature in cursive script that reads "Brian W. Kelly". The signature is written in dark ink and is positioned above the printed name.

Brian W. Kelly

Chapter 10 Second Addendum to FTC Complaint

FTC Complaint of LetsGoPublish.com V Amazon

November 1, 2020

To the:

FEDERAL TRADE COMMISSION

Brian W. Kelly / Lets Go Publish! V Amazon

There is more to the story that I mailed in that was dated October 20. Please continue the record with this, the 2nd addendum to the complaint of October 19, 2020 .

As a reminder, please let me begin by saying I am not the only one who Amazon is targeting but the fact is most authors write fiction whereas I write non-fiction. Everybody knows that Amazon is big. They are also very assertive now that they have the marketplace captured. Independent authors are at their mercy and they squeeze. Globally, **Amazon's** KDP division which handles independent publishers / authors such as myself has now published more than 2 million books. That means that there are hundreds of thousands of authors which Amazon controls with a tight fist.

As I wrote in my original complaint, I had never had a book censored in over thirty years of being a professional writer until this year. So far I have had ten books censored or to use Amazon's term, *blocked*. That means that despite the weeks and months invested in a book Amazon found fault and no amount of words could overcome their objections. Under no circumstance would they cite the passages to which they objected. After several letters back and forth, one day I saw my book would not ever be for sale for an undisclosed reason that I have not figured out how to undo. That is a lot of wasted time to satisfy Amazon's political ideological agenda.

I know that the FTC is familiar with Google and Twitter and Facebook's issues with members of their service such the New York Post. If these tech giants, and please include Amazon in this list could block the #4 publisher in the country, (The NY Post), think of how little ability to fight a small publisher such as myself has with just 254 titles (now 281) . Better yet, consider how Amazon can run roughshod over any independent publisher / author who has just one or several books for any reason. There is apparently no law apparently that makes them cite the specific book problems which supposedly caused their abusive censoring action. I think their actions against me is monopolistic and thus against the law.

It is government's job to protect citizens against such monster tech thugs as Amazon, Twitter, Facebook, and Google. They have no right to restrain trade by controlling an entire industry. That is why I am complaining.

We know that recently Jack Dorsey under pressure released The New York Post account. Before this, Sen. Ted Cruz accused Twitter CEO Jack Dorsey of "censorship" for locking the New York Post out of its account for two weeks. I suffer similar censorship by having ten books taken off the market for no reason by Amazon. We know this NY Post issue came about because of politics and the red flags about the story sourcing. Dorsey offered little to the Senators in their meeting. All of this information about censoring is well published but Somehow Amazon is off the hook. They are a major perpetrator and worse than most because they pick on the smallest of entrepreneurs to extort their billions and prevent the smallest businesses from being successful.

When I wrote you last, I took all of the submission and I published it as an Amazon book titled:

FTC Case: LetsGoPublish.com v Amazon

I subtitled the book as follows:

This big bully censored nine books in 2020 by the most published non-fiction author in America

I will take this FTC submission also and create a saleable book out of it. Amazon printed the book and it is still distributed but they blocked kindle version

So, what happened when I published the book using Amazon? Well, I asked for a proof which I paid for and then I approved the book for printing after Amazon put it through their rigors. There was no possibility for plagiarism and there was no vulgarities but they don't block boos for vulgarities anyway. Within a day it was on sale at Amazon and to this day it still is. This picture below is how I know. I captured it when I wrote this paragraph.



**FTC Case:
LetsGoPublish.co
m v Amazon...**

By Brian Kelly

Kindle eBook

\$3.99 USD

BLOCKED ▾

Last modified on October 25, 2020

Paperback

\$12.95 USD

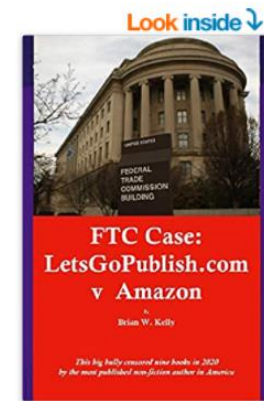
LIVE ▾

[View on Amazon](#) ▾

Submitted on October 22, 2020

ASIN: 1951562372

Here is the book for sale on Amazon



See all 2 images

Follow the Author



Brian W.
Kelly

✓ Following

FTC Case: LetsGoPublish.com v Amazon: This big bully censored nine books in 2020 by the most published non-fiction author in America Paperback – October 20, 2020

by Brian W Kelly ▾ (Author)

> See all formats and editions

Paperback
\$12.95 ✓ prime

2 New from \$12.95

Everybody knows that your business will be severely punished if you decide to mess with Amazon, even if you are 100% right. Lets Go Publish (LGP) was blocked perhaps because of the same reason this next guy was blocked: LGP used a "widely available facts" which are a lot of facts about the topic the author was


< [Read more](#)

For author information, Amazon provides a small blurb about the status of a book KDP hardcopy (lower portion) and their Kindle eBook version (upper portion of top image). As you can see above, there is the book cover, the title, author, and the status and price. The paperback version is live and available for anybody to purchase. Amazon prints and ships the book when ordered. After having nine books censored (blocked – see status of Kindle eBook) I did not submit a Kindle version for three days after the paperback was for sale. You can see the dates. On October 25, as you can see above, the status was modified by AMAZON Kindle to blocked. I received no information as to why it was blocked. It was blocked because Amazon did not like it which is unfair. I suspect the paperback is for sale today because the reviewer used normal standards and found nothing objectionable in the text. And thus OK's the book for publication and it is in fact, published and available.

Why one is blocked and the other is not and they are the same exact content shows that this block was an arbitrary and capricious action. I did not complain because I feared they would retroactively censor / block the paperback which is available for sale today as I write and has been for almost ten days . I would recommend somebody call me and advise me to

complain about the blocked book and I'll bet they block the paperback for punishment. They are after all a big industry bully and they love intimidating small scale entrepreneurs such as Lets Go Publish, my little company.

Since my addendum to the case of October 20, I have had another issue with Amazon reported in the emails and descriptions below. I expect that this will be censored / blocked in the next few days. Here is what it looks like now:

	What America Wins When Biden Wins: ... By Brian Kelly	Kindle eBook IN REVIEW ▾ Last modified on October 25, 2020	\$3.99 USD
		Paperback LIVE ▾ Submitted on October 21, 2020	\$12.95 USD View on Amazon ▾ ASIN: 1951562364

As you can see, this Kindle book was modified last on October 25 and that was when Amazon made its status IN REVIEW.

On Oct 21, the very same content as approved as a paperback and it can be purchased as of today from Amazon. Meanwhile they are finding problems with the same content in their Kindle eBook. It is unexplainable other than harassment and soon this Kindle book will be blocked. The FTC book discussed before this was blocked without any emails.

The following is the emails plus descriptions between Amazon and myself B Kelly from Oct 25 through Oct 28. I have not heard from them since then and expect the book to be censored soon:

On October 25, Amazon sent me an email below finding fault with the eBook and I responded with the following:

From Bkelly to Kindle

*Nobody has the time to verify all the facts in a fact based book.
Tell me what is objectionable and I will remove it though I think this book is unique to me.*

This email was from Kindle Direct Publishing kindle-content-review+5002E00001fLLeXQAW@kdp-support.amazon.com The above response

At 11:45 PM 10/25/2020, you wrote:

Hello,

During our review, we found that the following book(s) contains content for which you may not hold the necessary rights. Some or all of the content within your book(s) is freely available on the web. We need you to confirm your publishing rights before the book is made available on Amazon.

What America Wins When Biden Wins: Everything !!!!! by Kelly, Brian (AUTHOR) (ID: 37652591)

Dear FTC Agent

I have seen this action on my conservative political books ten times this year. Just like Facebook and Twitter censored the Hunter Biden information. Amazon is censoring small publishers by saying their material is widely available on the Internet and then asking for specific references. Facts are facts They send me a few emails upholding their ruling and then they censor / block my book

Here is what I responded to this

Nobody has the time to verify all the facts in a fact based book (Only direct quotes).

Tell me what is objectionable and I will remove it though

They do not wish to help I know from past experience nothing can help.

Here is what they responded with

We're unable to accept the following documentation to confirm publishing rights:

Thanks for your cooperation,

Amazon KDP

Aswin

Amazon Content Review Team

*** End of email dialogue*** on complaint book.

Back to FTC complaint

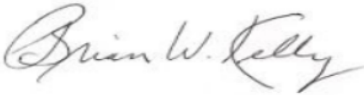
When Amazon blocks a book, they do not show any text that might be in violation. Just these emails. And then the stats changed to blocked. Please

add this to the case record. When this is made part of the 2nd addendum and the next FTC Case Amazon v LGP book is printed, I will send you a copy unless of course Amazon blocks the book in paperback this time.

Please address this issue first by forcing Amazon to unblock and de-censor all my books. Secondly, I would also like Amazon to analyze potential sales of these books during the blocked period, and pay me a royalty for expected sales. Thirdly, I would like a free pass on all future books so that I do not have to waste all this time trying to get approval for a book that my publisher Lets Go Publish! has already approved.

Please help me and others in my predicament. I look forward to hearing from you at your earliest convenience

Sincerely



Brian W. Kelly

3rd Addendum to FTC complaint

r

This Package's Contents is for the FTC

I received a prior acknowledgment from

Sender: "Arnold, Michelle" marnold@ftc.gov

No case ID assigned yet. Please assign a case reference number and email me at bkelly@kellyconsulting.com. Thank you

Please merge this in with the complaint record established from my letter of October 19, 2020

A case addendum (the first) was sent the next day.

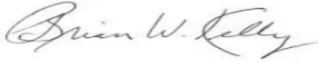
Both the original complaint and the first and second addendum are included in the contents of the book that is in this UPS package and its title is

FTC Case: LetsGoPublish.com v Amazon Second Edition

The loose sheets in this package represent a third addendum to the case and they are not included in this supplied book.

However, I have submitted a new version of the book for printing and distribution with Amazon. It includes the original complaint, addendum 1 and addendum 2 and addendum 3. It is not printed yet and I am not sure if Amazon will censor it or not.

Thank you



Brian W. Kelly

Third Addendum to FTC Complaint of LetsGoPublish.com V Amazon

FEDERAL TRADE COMMISSION

Headquarters

FTC Complaint Third Addendum

Brian W. Kelly / Lets Go Publish! V Amazon

There is more to the story that I mailed in that was dated October 20. Please continue the record with this, the 3rd addendum to the original complaint of October 19, 2020 .

As a reminder, please let me begin by saying I am not the only one who Amazon is targeting but the fact is most authors write fiction whereas I write non-fiction. Everybody knows that Amazon is big. They are also very assertive now that they have the marketplace captured. Independent authors are at their mercy and they squeeze. Globally, **Amazon's** KDP division which handles independent publishers / authors such as myself has now published more than 2 million books. That means that there are hundreds of thousands of authors which Amazon controls with a tight fist.

As I wrote in my original complaint, I had never had a book censored in over thirty years of being a professional writer until this year. So far I have had ten books censored or to use Amazon's term, *blocked*.

It would help for the FTC to know that I know of just one author who won against Amazon. I wish Alex Berenson the best. I have seen him

on TV discussing the Coronavirus issue. My first blocked book / censored book from Amazon was titled.

CORONAVIRUS The Cause & The Cure

They censored his book and they censored my book.

He got his book censorship turned around by extreme publicity.

The Washington Post put this on their site recently:

Amazon reverses ban on book critical of coronavirus lockdown after decision is blasted by many, including Elon Musk

The e-commerce giant had blocked the sale of the book by a former New York Times reporter and conservative-media commentator over concerns that its content violated company guidelines

June 4, 2020 at 8:21 p.m. EDT

SEATTLE — Amazon on Thursday backed away from a decision to block the sale of a self-published e-book about the [coronavirus](#) after critics, including Tesla chief executive Elon Musk, blasted the ban.

On Thursday morning, Alex Berenson, a conservative-media favorite, tweeted to his more than 118,000 followers that Amazon banned his 6,400-word booklet. The booklet, “Unreported Truths about COVID-19 and Lockdowns: Part 1: Introduction and Death Counts and Estimates,” argues that the mainstream media is overstating the threat from the virus. Berenson dubbed them “Team Apocalypse.”

The tweet ricocheted around social media, retweeted more than 4,000 times. Musk, with his 35.6 million followers, replied to the tweet, calling the decision “insane.” He directed his comments to Amazon chief executive Jeff Bezos, who owns The Washington Post.

Amazon reversed its decision. The Amazon team has just made a move to block/censor my tenth book. I do not know Elon Musk or I would contact him. I think the FTC is my best recourse. Thank you for your attention.

I am starting the supplied documentation with a reply I received yesterday from a request for reconsideration after Amazon pegged my latest book which is about this case, titled FTC Case: LetsGoPublish.com v Amazon Second Edition. They denied my request.

Amazon responded to my request for reevaluation of my most recent book accordingly.
255 FTC Case: LetsGoPublish.com v Amazon Second Edition

Here it is followed by my response to an earlier rejection

I sent this email to the big mahoff at Amazon Jeff Bezos, hoping to solve a problem like Alex Berenson solved with the help of Elon Musk.

This the note to Jeff Bezos.

“You did the right thing for Alex Berenson.

I need your help. 570-417-8398

I did not want to complain to the FTC but I was left with no choice.

Re: Case #00402934 Correspondence

From: Kindle Content Review <kindle-content-review+5002E0001fMwK4QAK@kdp-support.amazon.com>

Reply-To:

Kindle Content Review <kindle-content-review+5002E0001fMwK4QAK@kdp-support.amazon.com>

To: bkelly@ptd.net

Subject: Case #00402934 Correspondence

Date: Tue, 3 Nov 2020 12:41:23 +0000

X-SES-Outgoing: 2020.11.03-54.240.10.19

Feedback-ID: 1.us-east-

1.iFP1zcxNx7Rg2OgZ5SP2efQPG1igLVEOmZdPgvxewuE=:AmazonSES

Hello,

Thanks for your message regarding the following book(s):

"FTC Case: LetsGoPublish.com v Amazon 2nd Edition : This big bully censored nine books in 2020 by the most published non-fiction author in America" ID: PRI-4YZSZ5RP9QJ

We've reviewed the information you provided. Based on our review, we're unable to confirm that you hold the necessary publishing rights. The content closely matches content that is freely available on the web and we are not

confident that you are the copyright owner. This type of content can create a poor customer experience, and is not accepted.

[other stuff... BLAH! Blah Blah!]

Amazon KDP

Nancy

I sent the same message as below with the *** to Jeff Bezos, owner of Amazon

**Amazon did the right thing with Alex Berenson because of Elon Musk
I copied Kindle Content Review <kindle-content-**

review+5002E00001fMwK4QAK@kdp-support.amazon.com>o

I thought perhaps if Jeff Bezos who claims he welcomes notes from Amazon users read my complaint, he would take the same action as he did when Elon Musk made Alex Berenson's book on COVID-19 popular when Amazon had censored it.

Since I copied Kindle Content Review I told them that

This note is to Jeff Bezos.

Note to Bezos: You did the right thing for Alex Berenson.

I need your help. 570-417-8398

I sent this note to Amazon after receiving the above. So far, no action has been taken on Book # 255

Thank you

11/3/2020

To Amazon

Re: How to prove original work. Amazon.com verifies this see below writeup

By the way, I am the most published non-fiction author in America with over 250 titles in print. I have had ten books in the past year censored by IBM. As you might expect, this upset me and affected my business and cash flow negatively.

It is my understanding that Amazon thinks it has the power to do these things to its independent authors and publishers because of a contract that we supposedly signed. Well, I never signed a contract with Amazon. I am an original CreateSpace user and before that I had my books printed by Offset

Paperback Mfgs when I sold book under the fictitious name,
bookhawkers.com

I never asked Amazon to edit or censor my content. If asked, I would not have given permission. I never had a book rejected by CreateSpace and was unaware that Amazon had incorrectly assumed that it had this right. I view Amazon as a vendor that prints books that I publish through my own my small independent publishing company called Lets Go Publish. (letsGOPublish.com).

I consider this assumed right of Amazon extended over all of the Amazon authors as the same problem with Twitter and Google and Facebook editing and censoring content. I want Amazon to go back to the original deal in which it prints books and makes them available for sale. Amazon should forever assume regards to me at least that it has no right to edit, block, or censor my books or perform any other shenanigans in restraint of trade.

Speaking of restraint of trade, I was moved to take action when Amazon blocked my eighth book this year. I asked one of my sons who is a lawyer to look at my case file. I had explained that Amazon was costing me a lot of money in keeping my life's work from becoming available to readers. He suggested that before we go to magistrate's court, that I file a complaint for restraint of trade with the Federal Trade Commission, (FTC) which I did on October 20. Prior to this I published a book using Amazon titled the following:

Taming Amazon: The Biggest Bully in Town

Subtitle: This big bully blocked eight books in the past year by the most published non-fiction author in America.

In this book, I built my case against Amazon citing the specific works that were censored. This was not the last censoring that Amazon administered. On October 21, I filed an addendum to my original complaint. In the addendum, I included a copy of the book Taming Amazon: The Biggest Bully in Town, which continues to be available for sale on Amazon:

247 Amazon: The Biggest Bully in Town
Example: This big bully blocked eight books in 2020
by the most published non-fiction author in America
 Lets Go Publish! An American Publisher
<https://www.amazon.com/dp/B08K9BXQPF>

I then took the addendum to the original complaint that was added it to the FTC record and I memorialized it by creating a new book which I titled

Fourth Addendum to

FTC Original Complaint of LetsGoPublish.com V Amazon

This Package's Contents is for the FTC

I received a prior acknowledgment from

Sender: "Arnold, Michelle" marnold@ftc.gov

No case ID assigned yet. Please assign a case reference number and email me at bkelly@kellyconsulting.com. Thank you

Please merge this in with the complaint record established from my letter of October 19, 2020

A case addendum (the first) was sent on October 20. Since then, two additional addendas have been sent. This is the Fourth Addendum and I believe it will be the last. I will be calling soon.

Please tell me who I should contact if not Sender: "Arnold, Michelle" marnold@ftc.gov

Both the original complaint and the first through third addenda are included in the contents of the book that is in this UPS package and its title is

FTC Case: LetsGoPublish.com v Amazon Third Edition

The loose sheets in this package represent a fourth addendum to the case and they are not included in this supplied book.

However, I plan to submit a new version of the book for printing and distribution with Amazon. It will include the original complaint, addendum 1 and addendum 2, addendum 3, and addendum 4. It is not printed yet and I am not sure if Amazon will censor it or not. Before this, I will send an email to "Arnold, Michelle" marnold@ftc.gov that contains a pdf of the entire case. It will be a pdf of the last book that I plan to send for the record and will be titled

FTC Case: LetsGoPublish.com v Amazon Fourth Edition

Thank you



Brian W. Kelly

As you can see the addendums looked like never ending stories so I stopped accumulating them for books though the harassment by Amazon continued

amazon.com/dp/1951562437

Books › Politics & Social Sciences › Politics & Government



See all 2 images

Follow the Author



Brian W.
Kelly

✓ Following

FTC Case: LetsGoPublish.com v Amazon 4th Edition: This big bully censored nine books in 2020 by the most published non-fiction author in America

Paperback – November 10, 2020
by Brian W Kelly (Author)

> See all formats and editions

Paperback
\$13.95 ✓prime

2 New from \$13.95

Everybody knows that your business will be severely punished if you decide to mess with Amazon, even if you are 100% correct. Lets Go Publish (LGP) was blocked perhaps because of the same reason other independent author/publishers are censored – because Amazon is a big bully. LGP uses "widely available facts" < Read more

In December 2020, the FTC responded to me basically acknowledging all of the submissions I made and offering some other suggestions for resolution. I know the problem is bigger than me but when author two through author ten thousand complains to the FTC about Amazon, I'll know I started it all. Unfortunately, getting justice is more and more difficult the less significant you or your organization are. But, the moral of the story is to keep trying.



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Consumer Response Center

December 23, 2020

Brian Kelly
11 Marjorie Avenue
Wilkes-Barre, PA 18702

RE: FTC Ref. No. 127447220

Dear Brian Kelly:

Thank you for contacting the Federal Trade Commission (FTC).

The FTC has been directed by Congress to act in the interest of all consumers to prevent fraudulent, deceptive, and unfair business practices in the marketplace. Contacts from consumers and businesses are very important to our work as they are often the first indication of a problem in the marketplace, and may provide the initial evidence to begin an investigation.

While the FTC is not able to intervene in individual disputes, the information you have provided has been recorded in our secure online database which is used by thousands of civil and criminal law enforcement authorities worldwide. This database enables law enforcement agencies to identify questionable business practices that may lead to investigations and prosecutions. In addition, our attorneys and investigators regularly review the complaint database to look for law enforcement targets, evaluate the need for consumer education, and make policy recommendations. Your letter has been added to our database for that purpose.

As a consumer, you have additional alternatives for corrective action. This includes directly contacting the company in dispute; filing a complaint with your State Attorney General's Office Consumer Protection Division, and obtaining legal assistance.

Thank you for providing information that may be used to develop or support the FTC's enforcement initiatives. You can find free educational materials on a variety of consumer topics, press releases, and other important information on our website at www.ftc.gov.

Sincerely,

Consumer Response Center

Chapter 11 Censoring of LGP Book #10

Date: Tue, 11 May 2021 04:15:09 +0000



I went months and had managed to squeak out at least ten books since my last censor job—maybe even fifteen. After I finished four different books about the Tampa Bay Buccaneers—about players, moments, coaches, and championships, I began a series about college football teams. Each book had a similar title such as the following six books:

The Great Story of Notre Dame Football
The Great Story of Penn State Football
The Great Story of Alabama Football
The Great Story of LSU Football
The Great Story of Florida Gators Football
The Great Story of Clemson Football

I have four more of these to go.

I submitted for Amazon's paperback printing approval the six books above so that I could release hard cover versions of each of the books. Within two

weeks or so, they were all approved for printing. Creating a Kindle eBook normally takes about fifteen minutes a book after I finish the paperback version.

As long as I use a word table of contents, it is easy to submit a paperback book to be used as the basis for an eBook. After I had advertised the paperback books, I submitted the same manuscripts to be built into Kindle E-books. Five of the books were accepted within several days and so I had gained eleven new titles in total (6 paperback and 5 eBooks). For its own reasons, though Amazon had already verified that the manuscript for *The Great Story of Alabama Football*, and had approved it, it censored the eBook version.

So that you can see how tough it is to deal with a monopoly I will give you a play-by-play of what happened when Amazon basically told me that they were not about to release this book as a Kindle e-Book. Please note that the reviewers had already approved the content for the print version and the book was already printed. I had seen this action before and I knew that I was “what is that other word for screwed.” Amazon does not relent after censoring / blocking a book.

Whenever Amazon threatened to censor a book, no matter what I had done in the past to prove the book was mine and worthy of distribution, the book was always censored and blocked from distribution. No explanation was ever good enough for a decision reversal. I figured that at least the paperback version was released but I could not for the life of me figure out why the bully Amazon was bullying me again. The first thing I did was use a different method to resubmit the manuscript for Kindle. Amazon found it and dug in and censored (blocked) the second version of the same book for Kindle release.


Even after they released the book and apologized for getting it wrong, they did not release this version and it still appears blocked in my dashboard.

Here it is as it looks on my dashboard on May 25, 2021

The screenshot shows a dashboard entry for a Kindle eBook titled "The Great Story of Alabama Football..." by Brian Kelly. The book is marked as "BLOCKED" and has a price of "\$6.99 USD". It was last modified on May 11, 2021. The dashboard includes a "KINDLE EBOOK ACTIONS" section with a "Continue setup" button. Below this, there are two buttons: "+ Create paperback" and "Link existing paperback". A dropdown menu labeled "Why offer multiple formats?" is also visible.

What more can I say?

Just below is a snapshot of my Amazon KDP dashboard. It is another entry from May 25, in which both the paperback and eBook approved versions are listed:

 <p>The Great Story of Alabama Football... By Brian Kelly</p>	<p>Kindle eBook</p> <p>LIVE ▾</p> <p>Submitted on May 19, 2021</p>	<p>\$6.99 USD</p> <p>View on Amazon ▾</p> <p>ASIN: B095CVRGMX</p>	<p>KINDLE EBOOK ACTIONS</p> <p>Promote and Advertise <input type="button" value="..."/></p>
	<p>Paperback</p> <p>LIVE ▾</p> <p>Submitted on May 5, 2021</p>	<p>\$19.95 USD</p> <p>View on Amazon ▾</p> <p>ASIN: 1951562623</p>	<p>PAPERBACK ACTIONS</p> <p>Order author copies <input type="button" value="..."/></p>

Amazon denied printing and distribution with the following email contents:
Hello,

Thanks for publishing with Amazon.

While reviewing the book(s) listed below, we found content inside that is freely available on the web:

The Great Story of Alabama Football: From the first college football game to Alabama's last TD under coach Nick Saban by Kelly, Brian (AUTHOR) (ID: 41543560)

Per our Content Guidelines, https://kdp.amazon.com/en_US/help/topic/G200672390, we don't allow books that have content available on the web for free unless you are the copyright owner or it is part of the public domain. For example, content from Wikipedia and content received from a source that allows you and others to redistribute it are not allowed since it disappoints our customers to pay for content that can be found online for free. As a result, we won't be able to sell them on Amazon.

Within the next five days, please unpublish/delete any books you have containing content that can be found freely on the web. If no action is taken within the five days, we will not be making the book(s) available for sale on Amazon.

To unpublish/delete your book:

1. Go to Your Bookshelf: <https://kdp.amazon.com/bookshelf>.
2. Click the ellipsis button ("...") under the Book Actions menu next to the book.
3. Select "Unpublish" or Delete.

* Note: The Delete option is only available for books that have not yet been published

If you have questions or believe you've received this email in error, reply to this message.

Amazon KDP

Do you understand the explanation of what needs to change to resubmit your book? ([Yes](#) / [No](#))

I sent the reviewer back this brief memo

You blocked the book. How do I get around that?

They reiterated their denial to host and distribute

At 12:15 AM 5/11/2021, you wrote:

Hello,

Thanks for publishing with Amazon.

While reviewing the book(s) listed below, we found content inside that is freely available on the web:

Date: Tue, 11 May 2021 17:57:56 +0000

Feedback-ID: 1.us-east-

Hello,

Thanks for publishing with Amazon.

While reviewing the book(s) listed below, we found content inside that is freely available on the web:

The Great Story of Alabama Football : From the first college football game to Alabama's last TD under coach Nick Saban by Kelly, Brian (AUTHOR) (ID: 41594799)

Per our Content Guidelines,

https://kdp.amazon.com/en_US/help/topic/G200672390, we don't allow books that have content available on the web for free unless you are the copyright owner or it is part of the public domain. For example, content from Wikipedia and content received from a source that allows you and others to redistribute it are not allowed since it disappoints our customers to pay for

content that can be found online for free. As a result, we won't be able to sell them on Amazon.

Within the next five days, please unpublish/delete any books you have containing content that can be found freely on the web. If no action is taken within the five days, we will not be making the book(s) available for sale on Amazon.

To unpublish/delete your book:

This was my response in italics below::

Dear sir or madam

The book that you cite is non-fiction.

As such, all facts are available on the Internet for free but they are not in the format in which I have created this book.

For example a well-known fact is that Columbus discovered America.

Somebody must have said that on the Internet I suppose

I can say it also

But when I write a few paragraphs of original material surrounding it; it makes it my writing even though it is fact.

Novels are easy to verify as you either wrote it or not

But non-fiction books by definition are fact based or they would be fiction.

Wherever I use a quote or a short set of paragraphs from another source to amplify one of my thoughts, I put a URL in place or a reference. See the chapter in my book in the front matter before the table of contents which I call References to show my compliance with plagiarism laws.

Thank you.

I had submitted this from a hardcopy version and noticed that for some reason I had wiped out the title except for the first letter. So I resubmitted it. When I did this, you blocked the book with no explanation.

So, I resubmitted the book without a link to the hardcopy as I thought that the book may have mistakenly been submitted under the one letter title and I know that titles cannot be changed. But for the life of me I do not understand how my 279th book with Amazon would be blocked when it is not plagiarized. I wrote it

using available facts in books Internet, magazines and other sources. Most of the information is common knowledge but the way I present it is unique.

Thank you

Please advise.

Note back from Amazon next day

Date: Wed, 12 May 2021 17:56:03 +0000

Feedback-ID: 1.us-east-

Hello,

We've reviewed the information you provided and have decided to block these books from being sold on Amazon. The books closely match content that is freely available on the web and we are not confident that you hold exclusive publishing rights. This type of content can create a poor customer experience, and is not accepted.

As a result, we will not be making the following book(s) available for sale on Amazon:

"The Great Story of Alabama Football: From the first college football game to Alabama's last TD under coach Nick Saban" ID: 41543560

Please be advised that you must hold exclusive publishing rights for books that closely match content that is freely available on the web.

As a reminder, since publishing books with content that is freely available on the web and we are not confident that you hold exclusive publishing rights is against our guidelines, we may suspend or terminate accounts that repeatedly try to do so. For any questions, please reply to this email.

The content guidelines applicable to all KDP publishers can be found here: <https://kdp.amazon.com/self-publishing/help?topicId=A2TOZW0SV7IR1U>

Best regards,

Amazon KDP

Katherine Andrea

Amazon Content Review Team

Response to Amazon

Date: Wed, 12 May 2021 19:41:47 -0400

To: Kindle Content Review <kindle-content-

review+5003n00002SRSGBAA5@kdp-support.amazon.com>
 From: "Brian W. Kelly" <bkelly@ptd.net>
 Subject: Re: Alert from Amazon's Content Review Team Case
 #04976222

*Who did you ask to consult with you on this sports book?
 It is non-fiction.
 Of course the facts are known on the Internet.
 Do you permit non-fiction books?*

Response from Amazon on May 13, 2021

From: Kindle Content Review <kindle-content-
 review+5003n00002SRSGBAA5@kdp-support.amazon.com>
 Reply-To:
 Kindle Content Review <kindle-content-
 review+5003n00002SRSGBAA5@kdp-support.amazon.com>
 To: bkelly@ptd.net
 Subject: Alert from Amazon's Content
 Review Team Case #04976222
 Date: Thu, 13 May 2021 02:53:52 +0000
 Feedback-ID: 1.us-east-

Hello,
 Thanks for publishing with Amazon.
 While reviewing the book(s) listed below, we found content inside that is
 freely available on the web:
 "The Great Story of Alabama Football: From the first college football
 game to Alabama's last TD under coach Nick Saban" ID: 41543560
 Per our Content Guidelines,
https://kdp.amazon.com/en_US/help/topic/G200672390, we don't allow
 books that have content available on the web for free unless you are the
 copyright owner or it is part of the public domain. For example, content
 from Wikipedia and content received from a source that allows you and
 others to redistribute it are not allowed since it disappoints our customers
 to pay for content that can be found online for free.
 Within the next five days, please unpublish/delete any books you have
 containing content that can be found freely on the web. If no action is
 taken within the five days, we will not be making the book(s) available for
 sale on Amazon.

My response to Amazon hoping to convince them to reconsider

Date: Thu, 13 May 2021 08:50:07 -0400

To: Kindle Content Review <kindle-content-review+5003n00002SRSGBAA5@kdp-support.amazon.com>

From: "Brian W. Kelly" <bkelly@ptd.net>

Subject: Alert from Amazon's Content Review Team Case #04976222

Dear Amazon through Content Review -- Katharine Andrea.

I decided to appeal this judgment of the content reviewers for this case book even though for the nine blocked books of the past, it was never undone. The outcome is predictable -- the book will remain blocked because nobody has the time at Amazon to explain why?

I am appealing to Amazon out of generosity rather than going directly to the US Federal Trade Commission with this complaint but the appeal is written to also alert the FTC of the practices which make Amazon the monopolistic bully which the company chooses to be against myself and its other author clients. Having offered Amazon this last opportunity by appealing Katherine Andrea's decision on blocking my book, please know that if I do not get a proper response from my queries in the past three emails about my non-fiction book in Kindle form book titled The Great Story of Alabama Football, I plan to forward this appeal document with a formal complaint to the FTC.

This response from Katherine Andrea is boilerplate and does not address the questions I asked. It is abhorrent that Amazon casually blocks the work of its authors for their due notoriety and compensation.

This is my only income. A 400 to 500 page book takes time to write. For me it takes 6 weeks to two months and I am a quick researcher and typist.

*I never asked Amazon to edit my work. Prior to Amazon, I used CreateSpace and prior to that I used Bertelsmann Printer's Offset Paperback Division to print my books. I have been in the business for over ten years and I have 278 titles currently listed with Amazon. **I would bet this makes me your most published non-fiction author.** Check out that claim if you have the guts.*

Yet, you treat me with disdain. Emily Dickinson wrote a poem once with the first words being "I'm nobody who are you? Are you nobody too!" I know that even though I am the most published living non-fiction author in America, with a ton of books available on Amazon in Kindle and paperback form for the public to purchase, you treat me and all of your "valued" customers as chattel. I did not sign up for Amazon. I signed up for CreateSpace and you assumed my contract and I assumed

you would be as good as CreateSpace but you are not. .

You bought CreateSpace, a fine company that had great customer service. You could have and should have learned from CreateSpace but you did not. You replaced their great services with your medsa medsa service with much fewer choices and your own ideological influence at the forefront of your book blocking publishing ideas. I have more than 75 sports books (non-fiction) on Amazon. I know how to write Sports books and they sell and I get no complaints. Yet you harass me by blocking Kindle books when and even if you have approved the same content for a paperback version of the book. Now, don't go looking for more books of mine that you can block. You have already hurt me by censoring a number of COVID books I wrote and others this year and last year. You do this why? To keep your authors in line with your monopolistic bullying.

I do not think your content reviewers understand the meaning of non-fiction.

They can learn what non-fiction is on the web

"Some readers steer clear of nonfiction because they think it's just a collection of boring old facts, with nothing exciting happening. This is really just because they haven't read a good nonfiction book yet. Nonfiction can be just as much of a thrill to read as fiction: maybe even more so because you know that what you're reading about has really happened. So, as a nonfiction writer, how do you get your ideas across in a way that will earn your book a place on everyone's list of favorite books?"

Of course non-fiction books are about facts. My books are interesting because I mix a little opinion (truths) in with them and I structure the book to be enjoyed. Amazon tells me that my facts are already available on the Internet. Duh! They are also available in most of the libraries in the world and in newspapers and in magazines, and other books. Does that mean nobody should write non-fiction books? even if you source your references. Does Amazon make these rules?

In this piece, the author distinguishes to the extent possible non-fiction and fiction. Amazon reviewers of non-fiction should read this.

<https://www.theguardian.com/books/2015/dec/06/based-on-a-true-story--geoff-dyer-fine-line-between-fact-and-fiction-nonfiction>

*Your reviewers should know that Most **nonfiction** is written to express or to inform. If the author's **purpose** is to express, the concepts expressed are always based on true, real-life situations. Because of this, one could argue all **nonfiction** serves to inform the reader, as well . My sports books and others I write accomplish this. When it is a quote, I provide the reference.*

Nobody would buy my books if all they got was the whole Internet and it was up to them to ferret out their own facts to find out what I wanted to say about the title. How would they do that again? Shall I give a book a title and then say go to the library to find out or should I say what I want to say about the truth and facts in my books?

Here is what I wrote in the front matter of the book Amazon just blocked

xvii

References

I learned how to write creatively in Grade School at St. Boniface Grade School. The great Sisters of Christian Charity would not let me get away with a dangling participle or a misplaced comma. I even enjoyed reading some of my own stuff from the first words that I wrote.

*At Meyers High School and King's College and Wilkes-University, I learned how to research, write bibliographies and footnote every non-original thought I might have had. I learned to hate *ibid*, and *op. cit.*, and I hated assuring that I had all citations written down in the proper sequence. Having to pay attention to details took my desire to write creatively and diminished it with busy work.*

I know it is necessary for the world to stop plagiarism so authors and publishers can get paid properly, but for an honest writer, it sure is annoying. I wrote many proposals while with IBM and whenever I needed to cite something, I cited it in place, because my readers, IT Managers, could care less about tracing the vagaries of citations. I always hated to use stilted footnotes, or produce a lengthy, perfectly formatted bibliography. I bet most bibliographies are flawed because even the experts on such drivel do not like the tedium.

I wrote 276 books before this book and several hundred articles published by many magazines and newspapers and I only cite when an idea is not mine or when I am quoting, and again, I choose to cite in place, and the reader does not have to trace strange numbers through strange footnotes and back to bibliography elements that may not be readily accessible or available.

Yet, I would be kidding you, if in a book about the great story of Alabama Football, I tried to bluff my way into trying to make you think that I knew everything before I began to write anything in this book. I spent as much time researching as writing. I might even call myself an expert of sorts now for all the facts that I have uncovered.

Without any pain on your part you can read this book from cover to cover to enjoy the stories about the many great games in Alabama Football without being an English Major.

This book is not intended for historians but it does teach a lot of history. It is for regular people of all levels of intelligence. It is for people that want to have a fun read, who like smiling when Alabama Football is the topic. It is for people who love the University of Alabama and perhaps for some Alabama haters who want some more facts.

There are lots and lots of facts in this book. This book is not for sticklers about the mundane aspects of writing that often cause creative writers to lay bricks or paint houses instead. It is for everyday people like you and I who enjoy Alabama because it is Alabama and who enjoy football because it is football. It is that simple.

When Alabama plays a team, and wins or loses, that is a historical fact, but to discover such facts, it does not require fundamental or basic research. The University itself copyrights its material but only so it can say "no" if somebody else's creativity affects them negatively. Even Alabama does not own well-known facts that are readily available about legacies such as Wallace Wade, Bear Bryant, Gene Stallings, Nick Saban, and the sixteen National Championships.

This is not a book about heavy math algorithms, or potential advances to the internal combustion engine, or space travel, or the eight elements necessary to find a cure for cancer. So, I refuse to treat this book 100% seriously. If you find a fault in this book, I will fix it. This is a book

about sports and sports legends and stories about sporting events that have been recorded seven million times already someplace else. The greatness in this book is that it is all in one place. Though I tried for sure to get it all right and I used the work of others to assure so, I bet I made a mistake or two. I am not perfect but I like perfection.

What is my remedy for the harmed if I have made a mistake? I did not write this book to harm anybody. If I did not write this book, would the harmed individuals from the book be unharmed. So, at the very least, I can unpublish those parts of the book. If any reader is harmed, let me know, and I will do whatever must be done for all to be OK.

If somehow, I did not cite a fact that a person owns or a quote somebody once spoke first, it surely was not my intention. If you find any such instances in this work, I will do my best to cite in place before the next printing or take the offensive fact or quote out of the book completely at your pleasure. I use a printing system that prints books as ordered so there would be no waste to change books to reflect any needed updates. Just let me know. This book is built for fun, not to create anybody angst.

It took me about two months to write. If I were to have made sure a thought that I had was not a thought somebody else ever had, this book never would have been completed or the citations pages would exceed the prose.

I used Alabama season summaries from whatever source I could to get the scores and as many details as possible of all the games. I could not include everything that I found because you only have one lifetime to read this book. I verified facts when possible. For other notions, I used reasonability tests.

There are many web sites that have great information and facts. Nobody knows 100% what is true but this book is as accurate as it could be. Ironically most Internet stories are the same exact stories so

the original source is often difficult to discern. While I was writing the book, I wrote down a bunch of Internet references that I include within the paragraphs and sections and stories that I cite.

There are many great sources for information available for your perusal on many sources on the Internet including the fine archives of the Crimson White Student Newspaper and of course the www.rolltide.com web site. Enjoy!

**** end of REFERENCE section in the front-matter of this book****

I would like to reiterate that it takes six weeks to two months for a book such as this to be researched, written and prepared for publishing. I do all that work before I submit it. Amazon's blank statement that all of my material can be found on the Internet is for what purpose if you don't tell me what specific material you are talking about.

If there is something you want me to remove, tell me and I will make the accommodation. Even though it takes me months to write a book, you at Amazon feel you have a right to block it from being published when you have not done 1/100 of the work I did to prepare it for publishing.

Shame on you Amazon for bullying your clients for no good reason. Invest the time to identify objectionable material to your standards but do not tell me that such facts are available on the Internet. Those facts are not in the form of my book and nobody would buy my book if it were the whole Internet or the whole public library. You know that.

I expect you to unblock my book. At least read it and enjoy it and tell me what I did wrong????

I dare you to take the time that you expect your authors to take in creating a fine book.

Do not be so quick to dump other people's work into the proverbial garbage can.

BELOW I SENT A NOTE TO AMAZON REQUESTING THEM TO SHOW ME HOW TO DELETE THE BOOK PER THEIR INSTRUCTIONS WHEN THEIR SOFTWARE WOULDS NOT PERMIT ME TO ACCESS THE FILE.

Note that time is marching on

Date: Sat, 15 May 2021 19:20:24 -0400
To: Kindle Content Review <kindle-content-review+5003n00002SRSGBAA5@kdp-support.amazon.com>
From: "Brian W. Kelly" <bkelly@ptd.net>
Subject: I cannot delete the book because you have it blocked

I cannot delete the book because you have it blocked!

Re: Alert from Amazon's Content Review Team Case #04976222

Subject: Alert from Amazon's Content Review Team Case #04976222
Date: Sun, 16 May 2021 06:14:40 +0000
Feedback-ID: 1.us-east-

Hello,

We received the information you submitted for the following book(s):
The Great Story of Alabama Football: From the first college football game to Alabama's last TD under coach Nick Saban by Kelly, Brian (AUTHOR) (ID: 41543560)

We need some additional time to review everything. We'll be in touch within 5 business days. We appreciate your patience.

Thanks for using Amazon KDP.

Charlie W.

Amazon Content Review Team

I sent this to Charley W in response

To: Kindle Content Review <kindle-content-review+5003n00002SRSGBAA5@kdp-support.amazon.com>

From: "Brian W. Kelly" <bkelly@ptd.net>
Subject: Re: Alert from Amazon's Content Review Team Case
#04976222

Thank you Charley W

I appreciate your kind attention to this important matter.

The next day Amazon rejected my plea again even before the 5 days were up.

To: bkelly@ptd.net
Subject: Alert from Amazon's Content Review Team Case #04976222
Date: Tue, 18 May 2021 22:33:34 +0000
Feedback-ID: 1.us-east-1.iFP1zkxNx7Rg2OgZ5SP2efQPG1igLVEOmZdPgvyxewuE=:AmazonSES
X-SES-Outgoing: 2021.05.18-54.240.48.161
X-Vade-Verdict: transactional:alerts
X-Vade-Analysis:

Hello,

Thanks for your message regarding the following book(s):

The Great Story of Alabama Football: From the first college football game to Alabama's last TD under coach Nick Saban by Kelly, Brian (AUTHOR) (ID: 41543560)

We've reviewed the information you provided. We've decided to uphold our previous decision to block this book from being sold on Amazon.

Please see the message we sent on May 11, 2021 explaining our decision not to publish this book(s).

I'm sorry, but we can't offer any additional insight on this matter.

Best regards,

Charlie W.
Amazon Content Review Team

I figured as usual Amazon stuck to its guns and the final note was to censor the book and don't call us, we'll call you.

Then, I responded that I would be compelled to file a complaint with the FTC.

*Date: Tue, 18 May 2021 19:45:21 -0400
To: Kindle Content Review <kindle-content-review+5003n00002SRSGBAA5@kdp-support.amazon.com>
From: "Brian W. Kelly" <bkelly@ptd.net>
Subject: Re: Alert from Amazon's Content Review Team Case #04976222*

Dear Charles W. of the Kindle Content Review Team

OK

C'est la vie!

Thanks you for a rare response.

I believe you are wrong but I do appreciate your giving me the opportunity to tell the world why Amazon is a bully to its authors in many ways like the rest of the big Tach Oligarchs in America. Jeff Bezos and Amazon are no better than the rest.

You must do as instructed and since it affects me in more ways than one, including my ability to make a living, I must do what I can to make sure bullies like Amazon get their day before the American people.

I admire your team sticking to its guns but you are wrong I regret to say. I had hoped you would resolve this more fairly.

What would you offer me as a caveat in order to insure that a non-fiction book that I might write in the future can pass your muster.?

After all, I just wrote my 181st book published by Lets Go Publish!-- most of which are printed by Amazon as part of a contract I think I signed with CreateSpace.

As I told you in our last correspondence because of your intransigence, and you're not understanding how non-fiction differs from fiction (novel) I will be submitting a complaint to the FTC as I had suggested in our last email conversation. Nothing matters to a big bully like Amazon so I expected that your five day cooling down offer which I agreed to was just a ruse since you did not even wait the five days to declare my sports book offered to be published as an eBook titled The Great Story of Alabama Football was censored via this email from you. Shame on Amazon.

Too bad you could not decide to have played fair instead.

Thanks for coming close to explaining why. Had you offered a real reason, I might have accepted it but since I knew there was no real reason for my book being blocked / censored, I knew that you would decide to say we blocked it because we had already said we would. Thanks a lot Amazon. Your organization is a bully organization and Jeff Bezos is a bully for sure. He could buy and sell me but he chooses to be a poor manager instead. The world expects more from its leaders than crap like that.

Hopefully you will hear from the FTC forthwith.

Would you like me to send you the complaint before you hear from the FTC.

There's always tomorrow!

Tell Jeff, that he can reach me at bkelly@kellyconsulting.com.

Thank you for your response.

I will be presenting my case to the FTC within the next few days.

THE VERY NEXT DAY, AMAZON REVERSED ITS DECISION AND INFORMED ME THAT THEY WERE UNBLOCKING THE BOOK AND MAKING IT FOR SALE. TOO BAD THERE IS NO COMPENSATION FOR THE HARASSMENT WHICH THEY PUT ME THROUGH

Subject: Alert from Amazon's Content

Review Team Case #04976222

Date: Wed, 19 May 2021 15:07:10 +0000

Feedback-ID: 1.us-east-

1.iFP1zkxNx7Rg2OgZ5SP2efQPG1igLVEOmZdPgvxewuE=:AmazonSES

X-SES-Outgoing: 2021.05.19-54.240.10.193

X-Vade-Verdict: transactional:alerts

X-Vade-Analysis:

Hello,

The following book(s) you recently submitted have been reviewed and were successfully passed:

The Great Story of Alabama Football: From the first college football game to Alabama's last TD under coach Nick Saban

41543560

We incorrectly suppressed your book(s) and apologize for the inconvenience this caused.

The book(s) will soon be published on Amazon. Please allow up to 48 hours for the book(s) to become available in the Amazon Store.

We look forward to offering your book to millions of Amazon customers and wish you the best of luck in promoting and selling your work!

Thanks for using Amazon KDP

Walter
Amazon Content Review Team

-----Previous Message-----

Dear Charles W. of the Kindle Content Review Team

OK

C'est la vie!

Thanks you for a rare response.

I believe you are wrong but I do appreciate your giving me the opportunity to tell the world why Amazon is a bully to its authors in many ways like the rest of the big Tech Oligarchs in America. Jeff Bezos and Amazon are no better than the rest.

You must do as instructed and since it affects me in more ways than one, including my ability to make a living, I must do what I can to make sure bullies like Amazon get their day before the American people.

I admire your team sticking to its guns but you are wrong I regret to say. I had hoped you would resolve this more fairly. What would you offer me as a caveat in order to insure that a non-fiction book that I might write in the future can pass your muster.?

After all, I just wrote my 281st book published by Lets Go Publish!-- most of which are printed by Amazon as part of a contract I think I signed with CreatSpace. As I told you in our last correspondence because of your intransigence, and you're not understanding how non-fiction differs from fiction (novel) I will be submitting a complaint to the FTC as I had suggested in our last email conversation. Nothing matters to a big bully like Amazon so I expected that your five day cooling down offer which I agreed to was just a ruse since you did not even wait the five days to declare my sports book offered to be published as an eBook titled The Great Story of Alabama Football was censored via this email from you. Shame on Amazon.

Too bad you could not decide to have played fair instead.

Thanks for coming close to explaining why. Had you offered a real reason, might have accepted it but since I knew there was no real reason for my

book being blocked / censored, I knew that you would decide to say we blocked it because we had already said we would. Thanks a lot Amazon.

Your organization is a bully organization and Jeff Bezos is a bully for sure. He could buy and sell me but he chooses to be a poor manager instead. The world expects more from its leaders than crap like that.

Hopefully you will hear from the FTC forthwith. Would you like me to send you the complaint before you hear from the FTC. There's always tomorrow!

Tell Jeff, that he can reach me at bkelly@kellyconsulting.com.

Thank you for your response.

I will be presenting my case to the FTC within the next few days.

My thank you to Amazon for its reversal

Date: Wed, 19 May 2021 14:43:11 -0400

To: Kindle Content Review <kindle-content-review+5003n00002SRSGBAA5@kdp-support.amazon.com>

From: "Brian W. Kelly" <bkelly@ptd.net>

Subject: Re: Alert from Amazon's Content Review Team Case #04976222

Thank you

Date: Wed, 19 May 2021 19:31:59 +0000

Feedback-ID: 1.us-east-

1.ZHcGJK6s+x+i91RHKog4RW3tECwWif1xzTYCZyUaiec=:AmazonSES

X-SES-Outgoing: 2021.05.19-54.240.13.64

X-Vade-Verdict: clean

X-Vade-Analysis:

Hello,

Congratulations, your book "The Great Story of Alabama Football" is now live and available* for purchase in the Kindle Store and enrolled in KDP

Select! If you republished your book, your changes will be live in 72 hours.

We hope you enjoy the benefits of KDP Select. In addition to your KDP royalties, you'll earn a share of the monthly global fund from Kindle Unlimited for each page a customer reads in your book for the first time. Plus, you can use the book promotion tools, including Kindle Countdown Deals, time-bound promotional discounting on Amazon.com or Amazon.co.uk, or a Free Book Promotion.

Here are additional resources to help you promote your book and reach more readers:

- Learn about the merchandising programs we offer, including ten ways to market your book.
- Create an Author Page through Author Central so readers can get information about you and your work. You can sign in to Author Central on Amazon.com or on Amazon.co.uk. Already have an Author Page? Make sure you claim all of your books, including this one. When you add your books, they become eligible for our monthly KDP Select All-Stars bonus program.

Kind regards,
The Kindle Direct Publishing Team

Like us on Facebook, follow us on Twitter, and check out our YouTube channel.

*Please note that the product description may take up to 24 hours to appear on the detail page, and links to the book's physical counterpart may take up to 24 hours. Visit our Help page for information on how the detail pages are linked. If you are resubmitting your content file or updating your book details, the changes should display within the next 72 hours.

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410 Terry Avenue North Seattle, Washington 98109 U.S.

Conclusion

As you can see, Amazon and all the Tech Giants are Bullies and they all can do the world a service by being fairer to its authors and its customers.

Since this is the first of ten books that Amazon has reversed its unfair censoring decision upon, I have not digested completely how I should feel about this reversal. I ask instead why it should have happened in the first place when Big Tech pays nothing for costing the little guys big money. I would surely vote to have the government censor Amazon for unfair business practices in the most appropriate way. I suspect that many have been affected by the other big tech oligarchs in similar fashion and left with the natural feeling of hopelessness. That's why the government supposedly works for the people.

Thank you for “listening” to my story.

Brian W. Kelly

We can all do better in the fight against the oligarchs!

So, let's do better!

Other Books by Brian Kelly: ([amazon.com](https://www.amazon.com), and Kindle)

The Great Story of Florida Gators Football. The Beginning to the Dan Mullen era
 The Great Story of LSU Football. The Beginning to Ed Orgeron's multiple great seasons
 The Great Story of Clemson Tigers Football. Beginning of football to Dabo Swinney
 The Great Story of Alabama Football. Beginning of football to the last Nick Saban game
 The Great Story of Penn State Football. Beginning of football to the last James Franklin game
 The Great Story of Notre Dame Football. Beginning of football to the last Brian Kelly game
 Great Moments in College Football Beginning of football current times in college football
 Great Players in Tampa Bay Buccaneers Football *Beginning of football through the Bruce Arians era*
 Super Bowl & NFL Championship Seasons: The Tampa Bay Buccaneers Right to *Super Bowl LV*
 Great Coaches in Tampa Bay Buccaneers Football beginning of Football through Bruce Arians era.
 Great Moments in Tampa Bay Buccaneers Football. Best Bucs football over the ages
 Donald Trump Governor of California After the Newsom recall, Trump is the perfect candidate
 SCOTUS Eliminatus No country needs a Supreme Court that does not take important cases.
 Mike V Trump Mike Grant takes on Donald Trump. Kelly takes on Grant U Pick winner.
 Ron DeSantis Best Governor in US. DeSantis is to Governors what Trump is to presidents
 The Corruption in the WB Area School District--about toxic corruption and stinky things
 Stolen Election ??? Democrats say: "fair and just;" Republican cowards surrender to Democrats
 The Ten Commandments of Calipered Kinematically Aligned Total Knee Arthroplasty Color Edition
 The Ten Commandments of Calipered Kinematically Aligned Total Knee Arthroplasty B/W Edition
 About Alexa! Tell me how!
 Chronicle of Inept Governance & Corrective Actions from a school board from hell
 Hey Alexa! Create me my own personal musical paradise
 The Big Toxic School at Little Chernobyl Unpublished with new book (Corruption in WBASD)
 FTC Case: LetsGoPublish.com v Amazon Fourth Edition big bully censored nine books
 FTC Case: LetsGoPublish.com v Amazon Third Edition big bully censored nine books
 FTC Case: LetsGoPublish.com v Amazon Second Edition big bully censored nine books
 The President Donald J. Trump Book Catalog Colo Ver by Brian Kelly & Lets Go Publish!
 The President Donald J. Trump Book Catalog B/W Ver by Brian Kelly & Lets Go Publish!
 FTC Case: LetsGoPublish.com v Amazon Original case bully censored nine books
 What America Wins if Biden Wins Everything!!!!!! The answer is really nothing.
 What America Loses if Trump Loses None of the 1000s of Trump wins for starters
 What America Wins When Trump Wins Trump gave the country many benefits and blessings We
 Love Trump! Don't you? The President given to the people by God as the answer to our prayers
 Amazon: The Biggest Bully in Town bully blocked eight books in 2020 by most published author
 Trump Assured 2020 Victory President needs these two prongs for his platform for landslide
 2020 Republican Convention—Speeches Blocked by Amazon Includes memento free Link
 2020 RNC Convention Full Speech Transcripts Blocked by Amazon Memento of the 87 best
 COVID-19 Mask, Yes? Or No? It's Everybody's Recommended Solution!!!
 LSU Tigers Championship Seasons Beginning of LSU Football to the National Championship
 Great Coaches in LSU Football The first LSU coach; to Orgeron Championship
 Great Players in LSU Football Begins with 1893 QB Ruffin G Pleasant to 2019 QB Burrow
 America for Millennials A growing # of disintegrationists want to tear US down
 Great Moments in LSU Football Book starts at start of Football to the Ed Orgeron Championship.
 The Constitution's Role in a Return to Normalcy Can the Constitution Survive?
 The Constitution vs. The Virus Simultaneous attack coronavirus and US governors
 One, Two, Three, Pooph!!! Reopen Country Now! Return to normalcy is just around the corner.
 Reopen America Now Return to Normalcy
 Enough is Enough! Re Re: COVID. We are not children. We're adults. We'll make the right decisions.
 How to Write Your 1st Book & Publish it Using Amazon KDP You can do it
 REMDESIVIR A Ray of Hope
 When Will America Reopen for Business? This author's opinion includes voices of experts
 HydroxyChloroquine: The Game Changer
 Super Bowl & NFL Championship Seasons the KC Chiefs From the 1st to Super Bowl LIV
 Great Coaches in Kansas City Chiefs Football First Coach era to Andy Reid Era
 Great Players in Kansas City Chiefs Football from the AFL to Andy Reid Era
 Reopen America Now! How to Shut-Down Corona Virus & Return to Normalcy!
 Why is Everybody Moving to the Villages? You can afford a home in the Villages
 CORONAVIRUS The Cause & the Cure. Many solutions—but which ones will work?
 Great Moments in Kansas City Chiefs Football. From the beginning to the Andy Reid Era
 How the Philadelphia Eagles Lost Its Karma. This is the one place that tells the story
 Cancel All Student Debt Now! Good for America, Good for the Economy.
 Social Security Screw Job!!! Scandal: Seniors Intentionally Screwed by US Government
 Trump Hate They hate Trump Supporters; Trump; & God—in that order
 Christmas Wings for Brian A heartwarming story of a boy whose shoulders kept growing
 Merry Christmas to Wilkes-Barre 50 Ways[™] for Mayor George Brown to Create a Better City.
 Air Force Football Championship Seasons AF Championship to Coach Calhoun's latest team
 Syracuse Football Championship Seasons beginning of SU championships; goes to Dino Babers Era
 Navy Football Championship Seasons 1st Navy Championships to the Ken Niumatalolo Era
 Army Football Championship Seasons Beginning of Football championships to Jeff Monken Era
 Florida Gators Championship Seasons Beginning of Football through championships to Dan Mullen era
 Alabama's Championship Seasons Beginning of Football past the 2017/2018 National Championship
 Clemson Tigers Championship Seasons Beginning of Football to the Clemson National Championships

Penn State's Championship Seasons PSU's first championship to the James Franklin era
Notre Dame's Championship Seasons Before Knute Rockne and past Lou Holtz's 1988 undisputed title
Super Bowls & Championship Seasons: The New York Giants Many championships of the Giants.
Super Bowls & Championship Seasons: New England Patriots Many championships of the Patriots.
Super Bowls & Championship Seasons: The Pittsburgh Steelers Many championships of the Steelers
Super Bowls & Championship Seasons: The Philadelphia Eagles Many championships of Eagles.
The Big Toxic School Wilkes-Barre Area's Tale of Corruption, Deception, Taxation & Tyranny
Great Players in New York Giants Football Begins with great players of 1925 to Saquon Barkley era.
Great Coaches in New York Giants Football Begins with Bob Folwell 1925 and to Pat Shurmur in 2019.
Great Moments in New York Giants Football Beginning of Football to the Pat Shurmur era.
Hasta La Vista California Give California its independence.
IT's ALL OVER! Mueller: NO COLLUSION!"—Top Dems going to jail for the hoax!
Democrat Secret for Power & Winning Elections Open borders adds millions of new Democrat Voters
Hope for Wilkes-Barre—John Q. Doe—Next Mayor of Wilkes-Barre
 The John Doe Plan & WB Plan will help create a better city!
Great Moments in New England Patriots Football Second Edition
 This book begins at the beginning of Football and goes to the Bill Belichick era.
The Cowardly Congress Corrupt US Congress is against America and Americans.
Great Players in Air Force Football From the beginning to the current season
Great Coaches in Air Force Football From the beginning to Coach Troy Calhoun
Help for Mayor George and Next Mayor of Wilkes-Barre How to vote for the next Mayor Council
Ghost of Wilkes-Barre Future: Spirit's advice for residents how to pick the next Mayor and Council
Great Players in Air Force Football: Air Force's best players of all time
Great Coaches in Air Force Football: From Coach 1 to Coach Troy Calhoun
Great Moments in Air Force Football: From day 1 to today
Great Players in Navy Football: Navy's best including Bellino & Staubach
Great Coaches in Navy Football: From Coach 1 to Coach #39 Ken Niumatalolo
Great Moments in Navy Football: From day 1 to coach Ken Niumatalolo 1
No Tree! No Toys! No Toot! Heartwarming story. Christmas gone while 19 month old napped
How to End DACA, Sanctuary. Cities, & Resident Illegal Aliens . best solution remove shadows America.
Government Must Stop Ripping Off Seniors' Social Security! Hey buddy, seniors can't spare a dime?
Special Report: Solving America's Student Debt Crisis! The only real solution to the \$1.52 Trillion debt
The Winning Political Platform for America Unique winning approach to solve big problems in America.
Lou Barletta v Bob Casey for US Senate Barletta's unique approach to solve big problems in America.
John Chrin v Matt Cartwright for Congress Chrin has unique approach- solve big problems in America.
The Cure for Hate !!! Can the cure be any worse than this disease that is crippling America?
Andrew Cuomo's Time to Go? He Was Never that Great!": Cuomo says America never that great
White People Are Bad! Bad! Bad! Whoever thought a popular slogan in 2018 *It's OK to be White!*
The Fake News Media Is Also Corrupt !!!: Fake press / media today is not worthy to be 4th Estate.
God Gave US Donald Trump? Trump was sent from God as the people's answer
Millennials Say America Was Never That Great!": Too many pleased days of political chumps not over!
It's Time for The John Q. Doe Party... Don't you think? By Elephants.
Great Players in Florida Gators Football... Tim Tebow and a ton of other great players
Great Coaches in Florida Gators Football... The best coaches in Gator history.
The Constitution by Hamilton, Jefferson, Madison, et al. The Real Constitution.
The Constitution Companion. Will help you learn and understand the Constitution
Great Coaches in Clemson Football The best Clemson Coaches right to Dabo Swinney
Great Players in Clemson Football The best Clemson players in history
Winning Back America. America's been stolen and can be won back completely
The Founding of America... Great book to pick up a lot of great facts
Defeating America's Career Politicians. The scoundrels need to go.
Midnight Mass by Jack Lammers... You remember what it was like Great story
The Bike by Jack Lammers... Great heartwarming Story by Jack
Wipe Out All Student Loan Debt—Now! Watch the economy go boom!
No Free Lunch Pay Back Welfare! Why not pay it back?
Deport All Millennials Now!!! Why they deserve to be deported and/or saved
DELETE the EPA, Please! The worst decisions to hurt America
Taxation Without Representation 4th Edition Should we throw the TEA overboard again?
Four Great Political Essays by Thomas Dawson
Top Ten Political Books for 2018... CliffsNotes Version of 10 Political Books
Top Six Patriotic Books for 2018... CliffsNotes version of 6 Patriotic Book
Why Trump Got Elected!.. It's great to hear about a great milestone in America!
The Day the Free Press Died. Corrupt Press Lives on!
Solved (Immigration) The best solutions for 2018
Solved II (Obamacare, Social Security, Student Debt) Check it out; They're solved.
Great Moments in Pittsburgh Steelers Football... Six Super Bowls and more.
Great Players in Pittsburgh Steelers Football ,, Chuck Noll, Bill Cowher, Mike Tomlin, etc.
Great Coaches in New England Patriots Football,, Bill Belichick the one and only plus others
Great Players in New England Patriots Football... Tom Brady, Drew Bledsoe et al.
Great Coaches in Philadelphia Eagles Football. Andy Reid, Doug Pederson & Lots more
Great Players in Philadelphia Eagles Football Great players such as Sonny Jurgenson
Great Coaches in Syracuse Football All the greats including Ben Schwartzwalder
Great Players in Syracuse Football. Highlights best players such as Jim Brown & Donovan McNabb
Millennials are People Too !!! Give US millennials help to live American Dream
Brian Kelly for the United States Senate from PA: Fresh Face for US Senate
The Candidate's Bible. Don't pray for your campaign without this bible
Rush Limbaugh's Platform for Americans... Rush will love it
Sean Hannity's Platform for Americans... Sean will love it
Donald Trump's New Platform for Americans. Make Trump unbeatable in 2020
Tariffs Are Good for America! One of the best tools a president can have

Great Coaches in Pittsburgh Steelers Football Sixteen of the best coaches ever to coach in pro football.
 Great Moments in New England Patriots Football Great football moments from Boston to New England
 Great Moments in Philadelphia Eagles Football. The best from the Eagles from the beginning of football.
 Great Moments in Syracuse Football The great moments, coaches & players in Syracuse Football
 Boost Social Security Now! Hey, Buddy, Can You Spare a Dime?
 The Birth of American Football. From the first college game in 1869 to the last Super Bowl
 Obamacare: A One-Line Repeal Congress must get this done.
 A Wilkes-Barre Christmas Story A wonderful town makes Christmas all the better
 A Boy, A Bike, A Train, and a Christmas Miracle a Christmas story that will melt your heart
 Pay-to-Go America-First Immigration Fix
 Legalizing Illegal Aliens Via Resident Visas Americans-first plan saves \$Trillions. Learn how!
 60 Million Illegal Aliens in America!!! A simple, America-first solution.
 The Bill of Rights by Founder James Madison Refresh *your knowledge of the specific rights for all*
 Great Players in Army Football Great Army Football played by great players..
 Great Coaches in Army Football Army's coaches are all great.
 Great Moments in Army Football Army Football at its best.
 Great Moments in Florida Gators Football Gators Football from the start. This is the book.
 Great Moments in Clemson Football CU Football at its best. This is the book.
 Great Moments in Florida Gators Football Gators Football from the start. This is the book.
 The Constitution Companion. A Guide to Reading and Comprehending the Constitution
 The Constitution by Hamilton, Jefferson, & Madison – Big type and in English
 PATERNO: The Dark Days After Win # 409. Sky began to fall within days of win # 409.
 JoePa 409 Victories: Say No More! Winningest Division I-A football coach ever
 American College Football: The Beginning From before day one football was played.
 Great Coaches in Alabama Football Challenging the coaches of every other program!
 Great Coaches in Penn State Football the Best Coaches in PSU's football program
 Great Players in Penn State Football The best players in PSU's football program
 Great Players in Notre Dame Football The best players in ND's football program
 Great Coaches in Notre Dame Football The best coaches in any football program
 Great Players in Alabama Football from Quarterbacks to offensive Linemen Greats!
 Great Moments in Alabama Football AU Football from the start. This is the book.
 Great Moments in Penn State Football PSU Football, start-games, coaches, players,
 Great Moments in Notre Dame Football ND Football, start, games, coaches, players
 Cross Country with the Parents A great trip from East Coast to West with the kids
 Seniors, Social Security & the Minimum Wage. Things seniors need to know.
 How to Write Your First Book and Publish It with CreateSpace. You too can be an author.
 The US Immigration Fix--It's all in here. Finally, an answer.
 I had a Dream IBM Could be #1 Again The title is self-explanatory
 WineDiets.Com Presents The Wine Diet Learn how to lose weight while having fun.
 Wilkes-Barre, PA; Return to Glory Wilkes-Barre City's return to glory
 Geoffrey Parsons' Epoch... The Land of Fair Play Better than the original.
 The Bill of Rights 4 Dummies! This is the best book to learn about your rights.
 Sol Bloom's Epoch ...Story of the Constitution The best book to learn the Constitution
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