
From: Richard Joslin [REDACTED]
Sent: Friday, January 9, 2015 3:48 PM
To: jeffrey E.
Subject: explanation needed
Attachments: DRAFT RUPPEL REPORT.pdf

Ruppel is working to prepare a report to Brad next week. This is informal working draft –Hence my caveat on the phone. I'd prefer that he see the report next week.

Phil met with EA and myself yesterday - He wanted to provide color from what Regan team were telling him. I'd like to tell you one quote over the phone. He has to work through the numbers he has compiled and update the model. He is also working toward a break-even model. Recent feedback from Simon & Shuster is that order quantities for first 15 titles are way lower than preliminary projections. Judith not yet aware [REDACTED]=11; she is on the Coast pursuing an author. She will get news next week. Hence the caveat of sensitivity on this report

Lets talk by phone re sugar coating risk<=p>

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