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Subject: : Print, Video, Audio Discussions

Topic: : Flyfishers Book Shopping. Avoiding Price Gougers

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Here are some tips:

Do not just check Amazon, and think that is your only option. There are some good honest sellers on Amazon Marketplace, but there are some real sharks too.

One of the common schemes is "book arbitrage." They will list books at high prices that they do not even possess. Their software locates books listed at lesser known websites at regular retail price, then they will list the book at a much higher price on Amazon.

If no one is selling the book at regular retail price on Amazon, their highly inflated price will be the lowest price showing on Amazon, and customers tend to think that Amazon represents "the market" for the book.

So they order the book, the "arbitrager" (actually his software) sends an order to the other website, giving the shipping address of the original customer. If all goes well, the arbitrager gets a big profit, without ever owning the book in inventory, without doing any packing, shipping, without ever seeing or touching the book.

And the customer gets charged a high price for the book, even though it may be available elsewhere at regular retail price.

So, you have to do a little checking around. Do NOT assume that Amazon = the market for the book.

2) Google the title of the book. That may bring up other sellers with the book.

3) Check these other major bookseller sites: Addall.com Alibris.com

4) Check Ebay

5) Check flyshops with good selections of books. That may have copies at regular retail price, when the only thing online is much higher priced.

6) Check Barnes & Noble's website. Stop by a store and see if they have it, or can order it.