

May 5, 2008

Mr. Frank Smith,
Academic & Professional Editorial Director
Cambridge University Press
32 Avenue of the Americas
New York, NY 10013-2473

RE: Anesthesia in Cosmetic Surgery, Edited by Barry Friedberg, published April 2007

Dear Mr. Smith:

We recently published a review of one of your books in *JAMA* (2008; 299: 1483-1484). Perhaps he is an inexperienced author, but Dr. Friedberg does not seem to understand that the opportunity to be reviewed in *JAMA* is afforded very few authors, even if a review is no guarantee of a rave recommendation.

For weeks he has been demanding a retraction, while ignoring our offers to publish a Letter to the Editor regarding his point about LMA devices, if only he could offer one supporting reference from the medical literature.

Dr. Friedberg posted to his website a truncated clip that is false and misleading and implies a false endorsement. He acknowledges willful infringement of our intellectual property and now announces he will continue to do so until we give him "an apology" while he threatens to sue us for refusing to print a correction. Dr. Friedberg insists we correct the reviewer's statement from "... uses no advanced airway devices" to "... minimal use of advanced airway devices." Don't take my word for any of this, just read the enclosed email exchange between him and our Executive Deputy Editor.

We regard Cambridge as one of the premiere scholarly publishers in the world, a factor that influenced our decision to publish this book review. Your author, however, is causing us to have many second thoughts. Perhaps a member of your staff could speak to Dr. Friedberg about his responsibilities regarding the use and misuse of publisher's intellectual property, and then assist him in working with reviewers, instead of alienating them.

Sincerely,



Joseph P. Thornton

Cc: Barry L. Friedberg, MD
Phil Fontanarosa, MD, MBA