

Amazon cuts Kindle price to \$189 after Nook move

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Kindle DX

(AP) -- Amazon.com Inc. has again cut the price of its Kindle e-reader, bringing it below \$200 after Barnes & Noble dropped the price of its competing Nook device.

Amazon said Monday the Kindle now costs \$189, down \$70 from its previous price of \$259. It can wirelessly download books and has a gray-and-black e-ink screen.

Amazon has lowered the Kindle's price several times since it debuted in 2007 at \$399.

Amazon also sells a larger-screen Kindle, the Kindle DX, for \$489.

Also Monday, Barnes & Noble Inc. cut its [Nook e-reader](#) price by \$40 to \$199. The Nook can also wirelessly download books and had cost the same as the Kindle.

Barnes & Noble also said Monday that it would sell a Nook with just Wi-Fi for \$149.

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