Concept Question 4-5: Why is negative feedback used in op-amp circuits?

Positive feedback causes the op amp to saturate, thereby forcing its output voltage $v_{\rm o}$ to become equal to its supply voltage $V_{\rm cc}$. Application of negative feedback reduces the output voltage to a level lower than $V_{\rm cc}$, thereby offering a trade-off between circuit gain and dynamic range for the input voltage.