

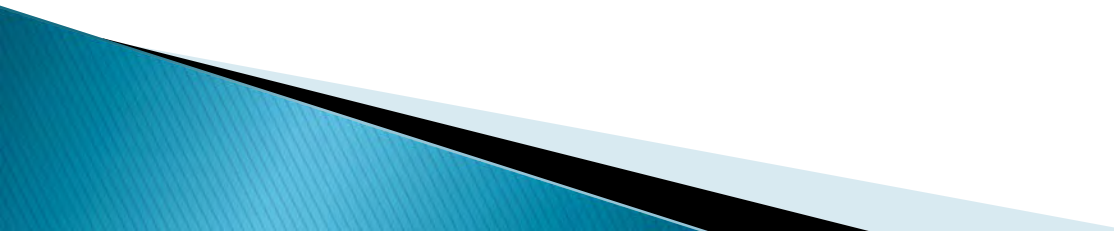
Unglue.it (<https://unglue.it>)

Beth Bernhardt
UNC Greensboro

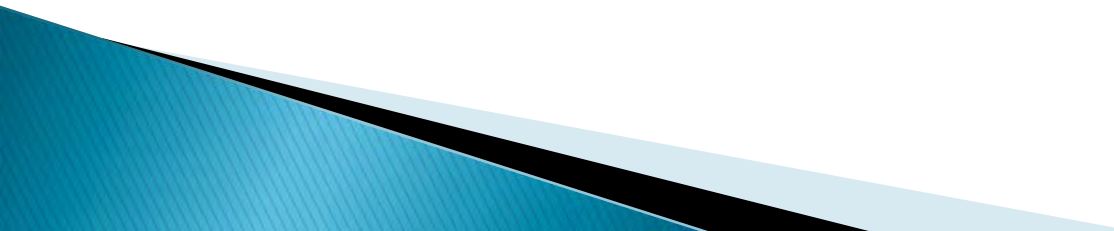
Goal

**“Bookstore that promotes
Open Access”**

Eric Hellman



<https://unglue.it>

- ▶ Work with Authors, publishers to decide on fair compensation for releasing their books under Creative Commons licensing.
 - ▶ Then use pledges and sales to build toward that sum.
 - ▶ When the sum is met the unglued digital edition then becomes an Open Access ebook.
- 

Models

▶ Two types

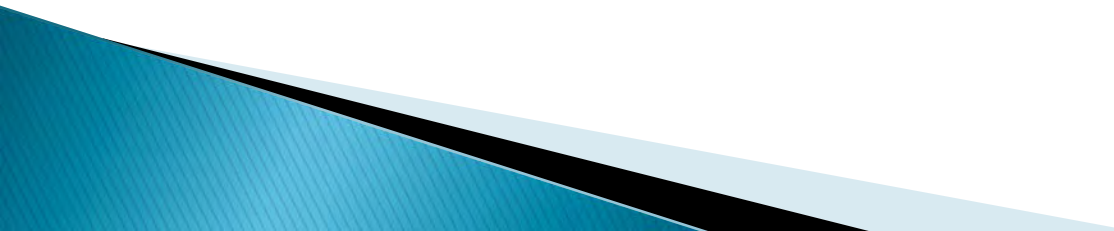
◦ Pledge Campaign –

- People pledge their support for ungluing the book
- When the book reaches its goal, the supporter's credit cards are charge and the unglued ebook is released

◦ Buy – to – Unglue Campaign

- Every ebook that is sold moves the book's ungluing date closer.
- When the book reaches its goal then the unglued ebook is released.

New Model for Libraries

- ▶ Libraries purchase the ebook on the Unglue.it platform
 - ▶ The ebook is available to the library through IP range.
 - ▶ No DRM
 - ▶ Once the ebook has had enough sales to reach its goal then the ebook is then made available worldwide.
 - ▶ MARC records will be provided on the site
- 

Buy-to-Unglue sneak peek : Flatland Test Campaign

Explore

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Active Campaigns

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Most Listed

Newly Listed

Noteworthy

Ready to Read

UNGLUERS

LynnSutton

JenniferStubbs1a2...

ralf85

JustinHoenke

CrisGee



So You Want To Be A Librarian

Lauren Pressley
2009

This campaign succeeded on Dec 29, 2012.

81 ungluers \$2,682 raised

\$2,500 goal Unglued!

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|-------------|--------------|----------------|---------|
|-------------|--------------|----------------|---------|

So You Want To Be a Librarian

As the title says, if you want to be a librarian, this book is for you. But it might also be for you if you want to help those who are new to the field, or you just want to be reminded of a big-picture view of librarianship as a profession. With your help, we can Unglue So You Want To Be A Librarian.

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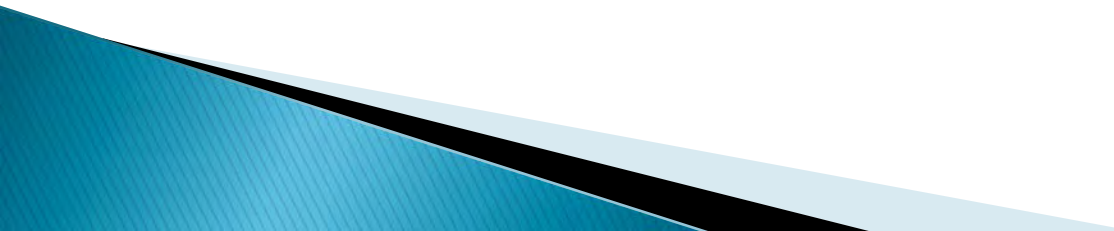
Calibre

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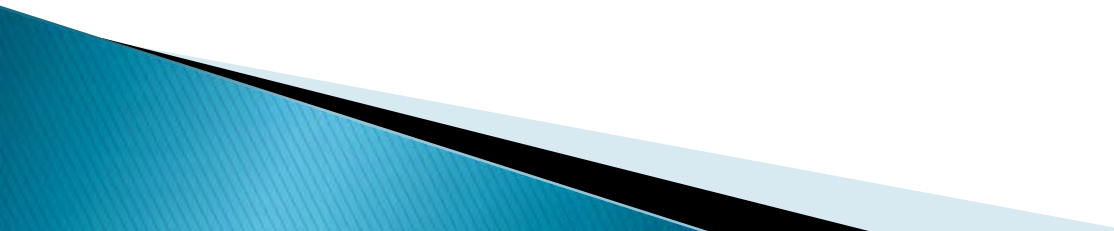
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Ereaders (Kindle, Nook, Kobo, etc.)

Author's perspective

- ▶ The company was flexible to work with
 - ▶ Liked the idea of providing open access for the ebook
 - ▶ After it was freely available saw a spike in “Good Reads” mentions
 - ▶ Difficult to stay active involved in the campaign once it started
- 

Currently

- ▶ 85 ebooks that are Unglued
 - ▶ 2 ebooks under an active campaign
 - ▶ 10815 ebooks that people have listed that they would like to have unglued
- 

Future

- ▶ Get More publishing partners
 - ▶ Start the new model with libraries
 - ▶ Have more people to sign up at the site
- 