

Unglue.it (<http://unglue.it>) is launching on May 17, 2012, at noon EDT, with Open Book Publishers as one of its inaugural rights holders. Unglue.it is a crowdfunding site that lets book lovers pay authors and publishers to make their already-published books free to the world under a Creative Commons license. If supporters pledge \$7500 by June 22, 2012, Ruth Finnegan's classic study, *Oral Literature in Africa*, will be released in an unglued ebook edition.

As the popularity of ebooks skyrockets, readers have been discovering both their convenience and their disadvantages. Proprietary formats and digital rights management (DRM) technology lock ebooks to specific devices and make it hard for people to keep reading their books as technology changes. Many ebooks cannot even be lent by libraries. Unglued ebooks solve these problems. They have no DRM and can be copied and shared without infringing copyright due to the Creative Commons license. Instead of receiving royalties, rights holders are paid a licensing fee of their choice in advance. Book lovers pledge toward this fee using the Unglue.it platform.

"Despite its enormous scope and popularity, Finnegan's book is now out of print. It is particularly hard to find in Africa," said Rupert Gatti of Open Book Publishers. "By applying a CC BY license to this book, we enable other researchers to add to and extend Finnegan's original work."

"Open Book is an innovative publisher that truly understands the future of scholarly communication," said Eric Hellman, President of Gluejar Inc., the company behind Unglue.it. "We're thrilled to have them on board at launch, and hope that book lovers around the world will join with us to make Finnegan's groundbreaking work more accessible to scholars worldwide."

About Unglue.it: Unglue.it (<http://unglue.it>) is a crowdfunding platform which rewards rights holders for making their ebooks available to the world under a Creative Commons license (<http://creativecommons.org>). Unglue.it runs campaigns for previously published books, allowing book lovers to pledge toward giving them to the world. When rights holders' target prices are reached, they receive funds in exchange for issuing an unglued ebook edition which can be freely read, copied, and shared, noncommercially, worldwide. For more information, see <http://unglue.it/press>.

About Open Book Publishers: Open Book is a scholarly publisher that is changing the nature of the traditional academic book. Their authors range from early-career academics to eminent scholars, chosen on the basis of academic merit and public value through a rigorous peer review process. As a signatory of the Budapest Open Access Initiative, they offer free online editions of their books to benefit scholars worldwide, while also selling traditional print and electronic copies. This supports Open Book's mission to spread educational materials to everyone, globally, not just to those who can afford it.

About Ruth Finnegan: Ruth Finnegan is Visiting Research Professor and Emeritus Professor in the Faculty of Social Sciences at the Open University where, as a founder member of the academic staff, she has spent much of her academic career. With a background in classical languages and literatures and anthropology, she has published widely on aspects of communication and expression, especially oral performance, literacy, and music-making. Her 1970 study, *Oral Literature in Africa*, has been hailed by Liz Gunner as "the single most authoritative work on oral literature", and cited in hundreds of scholarly works.

Contact Information:

Eric Hellman  
President, Gluejar Inc.

[press@gluejar.com](mailto:press@gluejar.com)

ORAL LITERATURE IN AFRICA:

Rupert Gatti, [rupert.gatti@openbookpublishers.com](mailto:rupert.gatti@openbookpublishers.com)

For Open Book Publishers:

Alessandra Tosi  
Managing Director, Open Book Publishers

[a.tosi@openbookpublishers.com](mailto:a.tosi@openbookpublishers.com)

40 Devonshire Road

Cambridge CB1 2BL

United Kingdom

+44 (0)1223 339929