November 2011

Publisher's Profile: Overdrive

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Recommended Citation

(2011) "Publisher's Profile: Overdrive," *Against the Grain*: Vol. 23: Iss. 5, Article 19.

DOI: <https://doi.org/10.7771/2380-176X.5993>

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Website: www.overdrive.com**Officers:** Steve Potash, CEO • Mike Vantusko, CFO • Lori Soukup, COO**Association Memberships:** ALA, AASL, IDPF**Vital Information**◆ **Key Products and Services:**

eBook & Audiobook Distribution Services

◆ **Core Markets/Cienteles:** Libraries (Public, School, Corporate) and Retail◆ **Number of Employees:** 140**History and Brief Description of Publishing Program**

OverDrive has exclusively worked with digital content since 1986. As an early leader in the industry, we began developing interactive diskette and CD-ROM products in the 1980s. As technology progressed, so did we. We moved from providing digital media in physical formats to providing digital media downloaded through the Internet.

In 2000, we launched **Content Reserve**, our digital marketplace that now contains over 500,000 downloadable titles from more than 1,000 publishers. In 2002, we launched our download service for libraries, which provides eBook, audiobook, and other digital content to millions of library users. Today, **OverDrive** works with thousands of libraries, schools, retailers, OEMs, and publishers ... distributing digital content. 🌳

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to **Against the Grain's** attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

BEER NERDS GO WILD by **Bruce Strauch** (The Citadel)

"Experimental archaeology," i.e., recreating ancient beers, is big. And U-Penn adjunct prof. **Patrick McGovern** is the world's leading expert and advisor to the **Dogfish Head** brewpub in Rehoboth Beach, Delaware where they just recreated ancient Egypt's *za'atar*, a potent brew redolent of oregano and dried doum-palm fruit.

Educated in chemistry and archaeology, **McGovern** spent 20 years at a dig in Jordan and began to take an interest in the organic basis for ancient foods, medicines and perfumes. Then he got into scraping residues to reverse engineer ancient beverages. He says fermented beverages are at the center of world religions, opening minds to new symbolic ways of thinking.

And he's not alone in his enthusiasms. Others slaughter goats to give wineskins the right gamey taste or brew in dung-tempered pottery. **Anchor Steam Brewery** in San Francisco found ingredients in a 4,000-year-old hymn to **Ninkasi**, the Sumerian beer goddess.

See — **Abigail Tucker**, "Dig, Drink and Be Merry," *Smithsonian*, July/Aug. 2011, p.38.

WHEN FUN BECOMES POLITICAL by **Bruce Strauch** (The Citadel)

In 1951, **Ruth Orkin** shot a soon-to-be iconic photo of **Jinx Allen**, a pretty American girl, surrounded by wolf-whistling Italian men as she walked through the Piazza della Repubblica in Florence. Both were young, adventurous and having a great time. **Ruth**, the daughter of a silent movie actress, was a free-lance photographer with a Contax camera. **Jinx**, six feet of luminescence, was a recent **Sarah Lawrence** grad in Italy to study art and be "carefree."

The photo appeared in a 1952 issue of *Cosmopolitan* with an article on travel tips to young women. In the 1970s, **Ruth's American Girl in Italy**, intended as an ode to fun, got picked up by the feminist movement as evidence of the powerlessness of women in a leering male world and became a familiar dorm room poster.

Ruth married a filmmaker and **Jinx** a Venetian count and then a Canadian steel executive. And sales of the poster have remained strong.

See — **David Schonauer**, "Innocence Abroad," *Smithsonian*, Oct. 2011, p.17.