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Profile-Samantha Burrridge

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Connect. So far, we have also been pleased with the response to the individual eBooks.

ATG: We notice that Palgrave Pivot titles are optimized for use via ReadCube. Can you explain what that means for our readers who are not familiar with ReadCube? Does this have any impact for users who want to download Palgrave Pivot titles onto handheld devices?

SB: Palgrave Pivot titles have been further optimized for use on Palgrave Connect with ReadCube, an interactive PDF reader. ReadCube allows the reader to add electronic notes and highlights, hyperlinked references, and more. ReadCube is currently actively developing a mobile reader app which should be released in the not-too-distant future; however, Palgrave Pivot titles themselves are already accessible through handheld and tablet devices.

ATG: Print-on-demand also seems to be part of your strategy. Why? Can you elaborate?

SB: Our ongoing dialogue with researchers worldwide, together with the sales patterns of our monograph program, shows us that many researchers are still keen to purchase research in print, and print-on-demand is the most effective way to do this for our customers.

ATG: Sam, we've been asking all of these serious, business-related questions. What about your personal interests? What are your favorite activities outside of publishing? What do you like to do for fun?

SB: I love to read, learn, travel to new places, and find different perspectives. Great food, good friends, and laughing with my daughter are all top of my list of priorities.

ATG: Thanks for taking the time to talk to us today. We really appreciate it! 🌸

against the grain people profile

Samantha Burridge

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BORN AND LIVED: Born in Oxford, spent four years at **University of St Andrews** in Scotland as an undergraduate, studying English Lit and Art History, then spent two years in the Czech Republic before moving to London.

PROFESSIONAL CAREER AND ACTIVITIES: I started at **Macmillan** as a Sales Rep for Eastern and Central Europe, then became Regional Manager, setting up local offices for the company. After a couple of years as UK Sales Director, in 2000 I moved into business development, working on the *Dictionaries of Art and Music* and other early digital works. Thereafter, for ten years, I was Publishing Director of **Palgrave Macmillan**, growing our editorial teams and lists in the UK and US, and became Managing Director of the company in 2012.

FAMILY: I have one gorgeous nine-year-old girl.

FAVORITE BOOKS: *The Unbearable Lightness of Being* by **Milan Kundera** and our *Complete Works of Shakespeare*, developed in partnership with **The Royal Shakespeare Company**.

PET PEEVES: Grey skies, procrastination.

PHILOSOPHY: Grant me the serenity to accept the things I cannot change, courage to change the things I can, and the wisdom to know the difference. Can be a struggle to have that wisdom, but I try.

MOST MEMORABLE CAREER ACHIEVEMENT: Creating innovative, useful, beautiful things with a small team of inspiring colleagues, authors, and other collaborators: **Palgrave Pivot** (what it is and what it will become), and the **RSC Complete Works of Shakespeare**, are two which spring to mind.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Happiness and continued knowledge and satisfaction from work.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Clever, faster, more adaptable. Publishing will be about tools and services as well as continuing to be about great content. When considering how we make lives easier, get research out quicker, make it more efficient to sort through the mass of information... I ask, why wait five years? 🌸

From the Reference Desk

by **Tom Gilson** (Associate Editor, *Against the Grain*, and Head of Reference Emeritus, College of Charleston, Charleston, SC 29401) <gilson@cofc.edu>

SAGE Reference releases another title in its ever-growing collection of single-volume encyclopedias with the publication of the *Encyclopedia of Trauma: An Interdisciplinary Guide* (2012, 978-1412978798, \$375). Edited by **Charles R. Figley** of **Pennsylvania State University**, this reference consists of more than 280 signed entries that examine numerous

types of trauma utilizing a multidisciplinary approach. As such, traumas resulting from both behavioral and neurobiological sources are explored.

It is important to note the serious meaning of trauma as applied in this work. Traumas are seen as major upheavals and catastrophes that cause significant suffering. They are more than chronic stresses in one's life that can be resolved. They are rather occurrences where "the life enhancing balances and developments are irretrievably disturbed." A look at the encyclopedia's Reader's Guide bears this out. Articles run from those on workplace violence and sexual abuse by clergy to those on community disasters and battered women. There are also entries that discuss trauma from anthropological, archaeological, and psychological perspectives with articles like: Racial and Ethnic Factors; Rituals and Ceremonies

and Bereavement. In addition, other articles discuss trauma as it relates to a number of other areas including war and combat, crime and law, medicine, religion and spirituality as well as entries related to ethical and philosophical issues. The articles are text-rich with few, but relevant, illustrations. The writing is precise, factual, and informed by recent scholarship. The requisite Readers Guide, bibliographies, "see also" references, and well-structured index are provided and increase the value for both students and faculty. In short, this is another quality **SAGE** production.

The *Encyclopedia of Trauma: An Interdisciplinary Guide* reflects the growth of a once narrow specialty that has blossomed into a field with far broader implications. Not only does this work provide relevant background definitions and explanations of diverse issues

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