Open Publishing Platform
Publishing is a $265 billion industry*, but self-publishing makes up less than one percent of it.**

* according to Datamonitor, www.datamonitor.com
** Lulu.com estimate.
Publishers select, package, and sell content
We create tools for a new generation of publishers and help the new generation to reach their audience.
Web Services 3.0.
Instead of merely electrons, think integrating with services that produce atoms!

*Lulu's APIs allows a new generation of publisher to use Lulu's global fulfillment tools, to reach all the worldwide channels, freeing each publisher to develop the specific tools their audiences are looking for.*
Readers want ever better content. Both authors and publishers need money to produce better content. Lulu's goal is to enable a new generation of publishers and authors to be rewarded creating better content.