

The Wonders of Book Production on Lulu

Version 0.3 (15th November 2013)

Table of Contents

Introduction.....	2
Ready, Steady, Go.....	2
Logging In as OWASP Foundation.....	5
Adding a New Book.....	6
Get These Ready.....	6
Adding the Contents.....	7
Creating the Cover.....	13

Available as a PDF here:

<https://www.owasp.org/index.php/File:Lulu-guide.pdf>

Introduction

Ready, Steady, Go

Create your book contents first. The contents must not include the outside covers (on the insides of those covers) which will be added later.

It is usually best to start with an existing Lulu template:

<http://www.lulu.com/publish/books/#bookSpecs>

The most common dimensions used for OWASP books are:

- Crown Quarto (7.44 x 9.68 in)
E.g. Testing Guide, Code Review Guide, AppSensor Guide
- US Letter (8.5 x 11 in)
E.g. Open SAMM, Codes of Conduct, CISO Guide

The number of pages will also affect which binding can be used. The most usual for smaller books is "saddle stitch" which requires the number of content pages to be a factor of 4. For lengthier books, "perfect bound" (with a spine) will be best:

<http://connect.lulu.com/t5/Product-Pricing-Information/Binding-options-and-their-page-counts/ta-p/33673>

This doesn't matter too much when starting to write, but the number of pages affects which options are available and you may have to reformat your book if the page count doesn't fit the options. Here's a quick guide (correct at 15 Nov 2013) of the sizes recommended for OWASP books:

Number of pages	Binding	Size		Inside printing	Cover
1 - 48 (factor of 4)	Saddle stitch	US letter	8.5 x 11 in	Colour (but can just be B&W)	Colour
		Square	8.5 x 8.5 in		
68 - 500	Perfect bound	Crown Quarto	7.44 x 9.68 in	Colour or B&W	
32 - 500		US letter	8.5 x 11 in		
		Square	8.5 x 8.5 in	Colour (but can just be B&W)	

Use one of the above sizes if possible. Crown Quarto is probably best for books 70-400 pages long. If you don't want to start from an empty template, here are some real document files which could be used as starting point instead:

- AppSensor Guide (Crown Quarto)
<https://www.owasp.org/index.php/File:Owasp-appsensor-guide-v2.doc>
- CISO Guide (US Letter)
<https://www.owasp.org/index.php/File:Owasp-ciso-guide.docx>
- Codes of Conduct (US Letter)

https://www.owasp.org/index.php/File:OWASP_Codes-of-Conduct_Aggregated-Booklet.docx

Note that Lulu will only let you upload certain formats:

- DOC (Word Document)
- DOCX (Word 2007 Document)
- PDF (Portable Document Format)
- RTF (Rich Text Format)
- TXT (Text Document)
- Images (jpg, gif, png)

Check!

Make sure the content is perfect. Checklist before going to print:

1. Title
2. Credits
3. Acknowledgments
4. Attribution
5. Licensing
6. Content
7. Pagination
8. Spelling and grammar
9. Headers and footers
10. Numbering of contents listing, pages, sections, figures, tables
11. All embedded fields are updated
12. Document properties
13. No illegal content

Try printing the Word document to PDF yourself first and make sure it all looks okay, especially page numbering and that nothing is missing.

Logging In as OWASP Foundation

Log into Lulu with the OWASP credentials at the top right of the page: <https://www.lulu.com/account/sign-in>

Once logged in you should see this list of "products":

The screenshot displays the Lulu user interface for the OWASP Foundation account. At the top, there is a search bar and navigation links for 'Publish', 'Print', 'Sell', 'Hire an Expert', 'Bookstore', 'My Lulu', and 'Forums'. The 'My Projects' section is highlighted in orange. Below this, there are tabs for 'My Projects', 'My Files', and 'My Revenue', along with a 'My Account & Orders' button. The main content area is divided into several sections: 'Start a Project' (listing Paperback Book, Hardcover Book, eBook, Photo Book, Calendar, and more...), 'Current Specials' (Discounts and special offers), 'Professional Services' (Cover design, formatting, editing, marketing, and more), 'Volume Discounts' (Earn more when you sell your books), and 'Customer Support' (Search our knowledge base or contact us by email). The 'Project List' table is the central focus, showing a list of projects with columns for Type, ID, Title, Status, Discount, Distribution, Helix Review, Your Product, and Project. The table lists several OWASP projects, including 'OWASP Project Leader Handbook: 2013' and 'OWASP Codes of Conduct'.

Type	ID	Title	Status	Discount	Distribution	Helix Review	Your Product	Project
<input type="checkbox"/>	14171261 revision:1	OWASP Project Leader Handbook: 2013 [Revise] by Samantha Groves	Direct Access	0%		Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	14159745 revision:1	OWASP Codes of Conduct [Revise] by OWASP Foundation	General Access	0%		Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	14151617 revision:1	OWASP Top 10 2013 [Revise] by OWASP Foundation	Private Access			Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	13944813 revision:1	OWASP TOP 10 2013 [Revise] by OWASP FOUNDATION	Private Access			Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	6899402	Software Assurance Maturity	General			...	View/Buy	Revise

If instead you see a view of the OWASP store front, or get lost somewhere else, just click on the name "OWASP" next to "Welcome back" to return to the above listing.

Don't click on "revise", "retire" or "delete" on any book you are not managing.

Adding a New Book

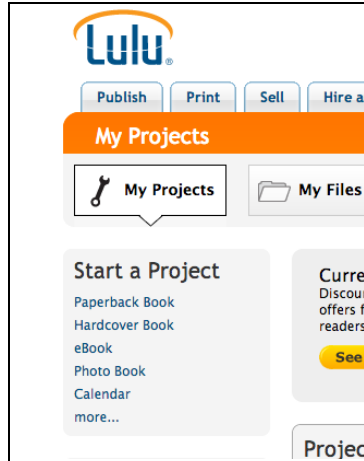
Get These Ready

You will need:

- Content file (see pages 2-3)
- Title for the book
- Author – always “OWASP Foundation”
- Logo file (see page 16)
- Front cover photo (see page 16)
- Text for back cover (see page 20)
- Keywords and description (see page 23)

Adding the Contents

Click on the "Paperback Book" hyperlink immediately under "Start a project":



On the next form, copy the title of the book from your document, and make the author "OWASP" and "Foundation". Note the capitalisation. If this shows "Dinis Cruz" or "Paulo Coimba", make sure you change them. Do not put the project leader's name.

A screenshot of the Lulu 'Start a New Project' form. The form is titled 'Start a New Project' and has a navigation bar with tabs: 'Start', 'Options', 'ISBN', 'Files', 'Cover', 'Description', 'Price', 'Review', and 'Help'. Below the navigation bar, there is a 'View instructions and info about this step' link. The form contains the following fields and options:

- Working Title:** A text input field containing 'Application Security Guide For CISOs'. Below it, a note says 'You will have a chance to change this later.'
- Author:** Two text input fields. The first contains 'OWASP' and is labeled 'First Name'. The second contains 'Foundation' and is labeled 'Last Name'. There are green up/down arrows and a question mark icon to the right of the second field.
- What do you want to do with this project?:** Three radio button options:
 - Keep it private and accessible only to me
You can change this later if you decide to sell
 - Make it public to sell in the Lulu Marketplace
 - Make it public and assign an ISBN to your title to sell your book in online bookstores like Amazon as well as the Lulu Marketplace.
[Learn more about ISBNs and distribution](#)
- Save & Continue >>** A button at the bottom right of the form.

Select the last radio button for "make it public and assign an ISBN", so that this will appear on the cover (later).

Click "Save & Continue >>"

Now click on the type of binding (which will turn yellow), the size, color (if available) and paper (usually "Standard"). Options greyed out are not available with the other items already selected.

Lulu. Publish: Application Security Guide For CISOs [Back to Projects](#)

Start Options ISBN Files Cover Description Price Review **Help**

[View instructions and info about this step](#)

Manufacturing cost per -page book: **\$12.40** Minimum 4 pages, maximum 48 pages
Cost will update based on options selected.

Choose Your Project Options

The options displayed below qualify for retail distribution to online bookstores in addition to the Lulu Marketplace.

Binding

Perfect-bound
Bookstore-quality, standard paperback binding.

Coil-bound
Plastic coil binding threaded through holes drilled in the edge of each page.

Saddle-stitched
Consists of staples down the middle of the book fold.

[Learn more about bindings options](#)

Size

Popular Tall Square All

U.S. Letter
8.5" x 11"
21.59cm x 27.94cm

U.S. Trade
6" x 9"
15.24cm x 22.86cm

Pocket
4.25" x 6.875"
10.795cm x 17.463cm

[Learn more about size options](#)

Color

Black and White Printing
(with full-color covers)

Full Color Printing
(with full-color covers)

[Learn more about color options](#)

Interior Paper

Publisher Grade
From \$0.015 per page
Digest and U.S. Letter only
ISBN not yet available

Standard
Lulu Traditional
From \$0.02 per page
All trim sizes except Digest

[Learn more about paper type options](#)

<< Back Save & Continue >>

Then type in the actual number of pages in the box at the top to calculate the estimated cost per copy. Note the grey text to the right of this shows how many pages are permissible for the binding/size combination selected. If necessary re-scale and re-layout your book.

Click "Save & Continue >>"

On the next page, allow Lulu to assign the ISBN number:

The screenshot shows the Lulu 'Publish' interface for the book 'Application Security Guide For CISOs'. The top navigation bar includes 'Start', 'Options', 'ISBN', 'Files', 'Cover', 'Description', 'Price', 'Review', and 'Help'. The 'ISBN' tab is selected. The main content area is titled 'Get an ISBN' and contains three radio button options:

- Get a free ISBN from Lulu.com**
Assign a free unique ISBN to your title that lists Lulu.com as the publisher. Lulu will act as the publisher on your behalf to retailers and wholesalers globally.* [License Agreement](#)
- Add an ISBN you already own**
Assign an ISBN you already own to your title. You may not reuse an ISBN assigned to another edition of your book. ISBNs must be unique, regardless of book format. The imprint attached to your ISBN will remain the same and Lulu.com will not be listed as the publisher.* [How do I purchase my own ISBN?](#) [License Agreement](#)
- Do not add an ISBN to this book**
Choose this option if you do not wish to assign an ISBN to your title

To the right of these options is an image of a book with a barcode and a text box titled 'Why choose an ISBN?'. The text explains that assigning an ISBN enables the book to be listed with the United States (Bowker) ISBN agency and provides a link to 'Learn more about our ISBN and distribution services'.

At the bottom of the page, there is a footnote: '* For Lulu to list your title in ISBN databases and with retailers and wholesalers you will need to get Lulu's ExtendedReach or GlobalReach service once you have published your book. [Learn more about distribution services](#) and [eligible book options](#).'

The bottom navigation bar contains '<< Back' and 'Save & Continue >>' buttons.

Click "Save & Continue >>"

On the next screen, download and save a copy of the barcode.

Click "Save & Continue >>"

On the next screen click on "Choose File..." button to select the content document:

Lulu Publish: Application Security Guide For CISOs [Back to Projects](#)

Start Options ISBN **Files** Cover Description Price Review Help

[View instructions and info about this step](#)

Add Files

Upload My Files on Lulu

Before You Upload ...

Format your pages: Set your page size for a 8.5" x 11" book. You can [download a template](#) or let Lulu do the formatting for you with our [professional services](#). Make sure your book has between 4 and 48 pages. [Find out more about formatting your pages.](#)

Check your file: Make sure you're using one of the [file formats](#) we support, and ensure password protection is turned off. If you're uploading a PDF you can use Lulu's [Acrobat](#) or [InDesign](#) settings. Also, you need to [embed your fonts](#). [Find out more about creating your PDF.](#)

If your file is greater than 300MB use FTP to upload your files. [Learn how to use FTP for large files.](#)

Only upload files for the inside of your book right now. We'll take care of your cover files later.

Got more work to do? No problem. We've saved your progress so far. You can get back to this step any time from your Project List in My Lulu.

[Choose File](#) owasp-ciso-...13-0v2.docx [Upload](#)

Supported file formats: PDF, Microsoft Word DOC, Microsoft Word DOCX, RTF, TXT, JPG, PNG, GIF
Please make sure your files are in line with our [member agreement](#)

Project Files

Upload files to your project, or use files from My Files on Lulu.

[<< Back](#) [Make Print-Ready File >>](#)

How do I make a PDF file?

We accept [various file formats](#) but prefer PDFs. [Learn how to make a pdf >](#)

Take us for a test drive. [Download a sample file >](#)

Then click on "Upload". Wait for the upload (this may take a while). Once completed, it will be listed and the "Make Print-Ready File >>" button will be enabled. You can delete the file and upload it again if necessary.

Project Files

Filename	Move	Download	Delete	Size	Uploaded
owasp-ciso-guide-2013-0v2.docx				725.7 kB	10/30/2013 4:18 PM

[<< Back](#) [Make Print-Ready File >>](#)

Click "Make Print-Ready File >>"


The conversion may take some time:

Lulu. Publish: Application Security Guide For CISOs [Back to Projects](#)

Start Options ISBN **Files** Cover Description Price Review **Help**

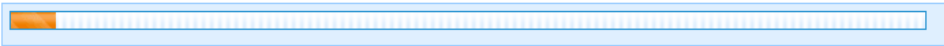
[View instructions and info about this step](#)

Making Your Print-Ready File




Please be patient, Lulu is making your print-ready file

This may take a few minutes – You can leave this page and we'll keep working on your print-ready file. We'll email you when we're done.




My Project Files

Filename	Size	Uploaded
 owasp-ciso-guide-2013-0v2.docx	726.2 kB	10/30/2013 4:26 PM


Pre-Publishing Packages

Take your book to the next level. Let Lulu's experts polish your manuscript with professional editing, formatting and cover design.

 [Pre-Publishing Packages](#)

Formatting

Is your book at its best? Lulu's formatting experts can help make sure it looks professional.

 [Book Formatting](#)

[Cancel](#)

Ignore the other links on this page.

On completion, the screen will refresh automatically....

Once the screen refreshes, click on the "Download and Review Your Print-Ready Interior" and proof it.

Lulu Publish: Application Security Guide For CISOs [Back to Projects](#)

Start Options ISBN **Files** Cover Description Price Review **Help**

[View instructions and info about this step](#)

Making Your Print-Ready File

Your Print-Ready File is Complete

Your file "owasp-ciso-guide-2013-0v2.docx" was resized to the book size you chose.
Please Download & Review your print-ready file.

[Download and Review Your Print-Ready Interior](#) 20 pages

If you are not happy with this change, you can:

- [Choose a different trim size.](#)
- [Resize your file and upload it again.](#)

[Save & Continue >>](#)

My Project Files

Filename	Size	Uploaded
owasp-ciso-guide-2013-0v2.docx	726.2 kB	10/30/2013 4:26 PM

Pre-Publishing Packages
Take your book to the next level. Let Lulu's experts polish your manuscript with professional editing, formatting and cover design.
 [Pre-Publishing Packages](#)

Formatting
Is your book at its best? Lulu's formatting experts can help make sure it looks professional.
 [Book Formatting](#)

[<< Back](#) [Save & Continue >>](#)

If it needs amending, go back, delete the previous file and upload a new one.

If okay, click "Save & Continue >>" to design the cover.

Creating the Cover Using a Single Graphic File

The option of designing and preparing a print-ready cover (called “advanced one-piece cover designer”) is not discussed in this guide. Only the simpler option of using the wizard is described.

If you have a graphic designer available who knows how to design book covers for print, ask them to read Lulu's documentation and then speak with the Projects Manager for further guidance.

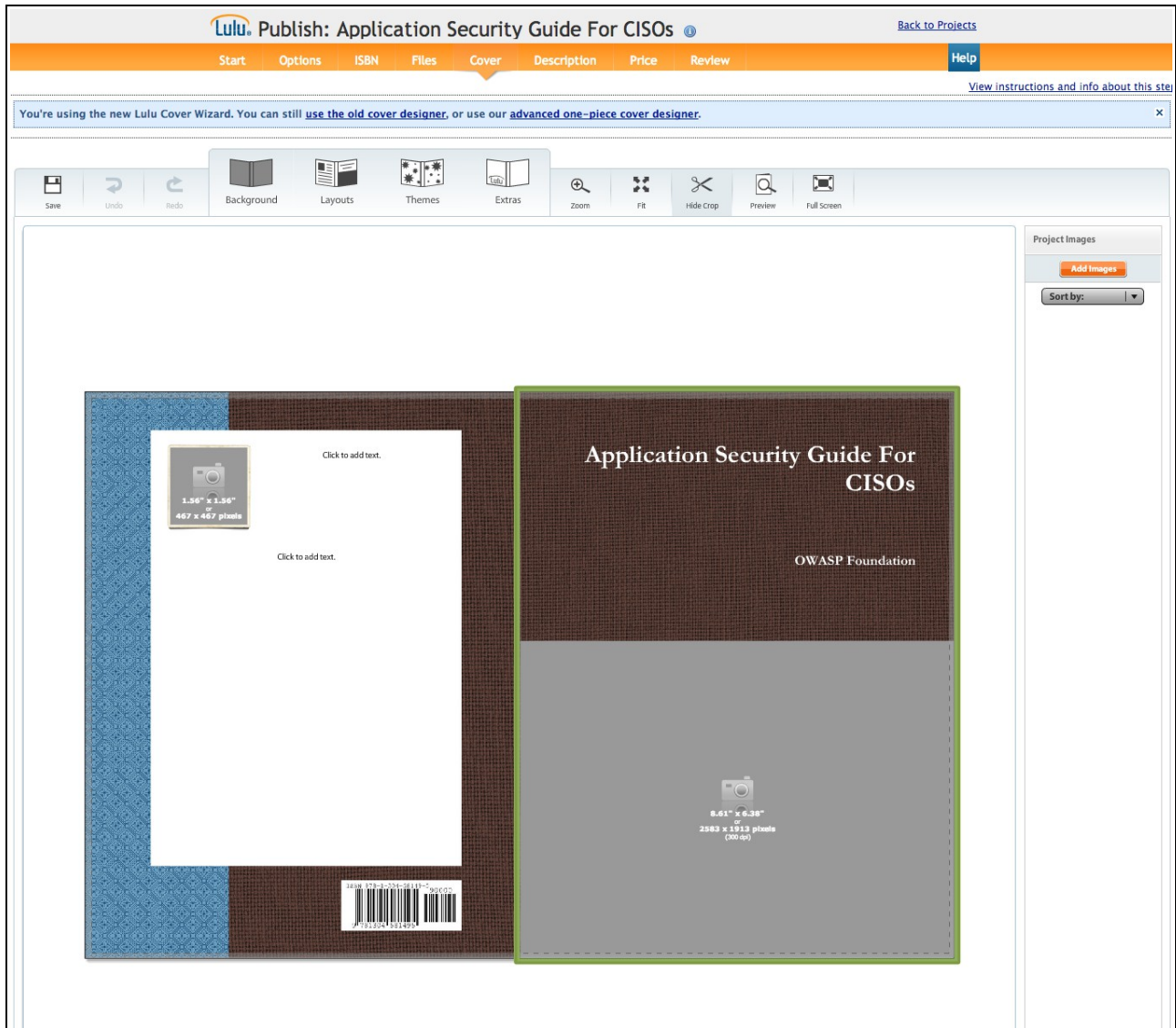
See also:

- <http://connect.lulu.com/t5/Cover-Formatting-Knowledge-Base/Recommended-Book-Cover-Image-Dimensions/ta-p/33279>

Creating the Cover Using the Lulu Cover Wizard

You will be redirected into the Lulu Cover Wizard. Do not select “use old cover designer” or “advanced one-piece cover designer”.

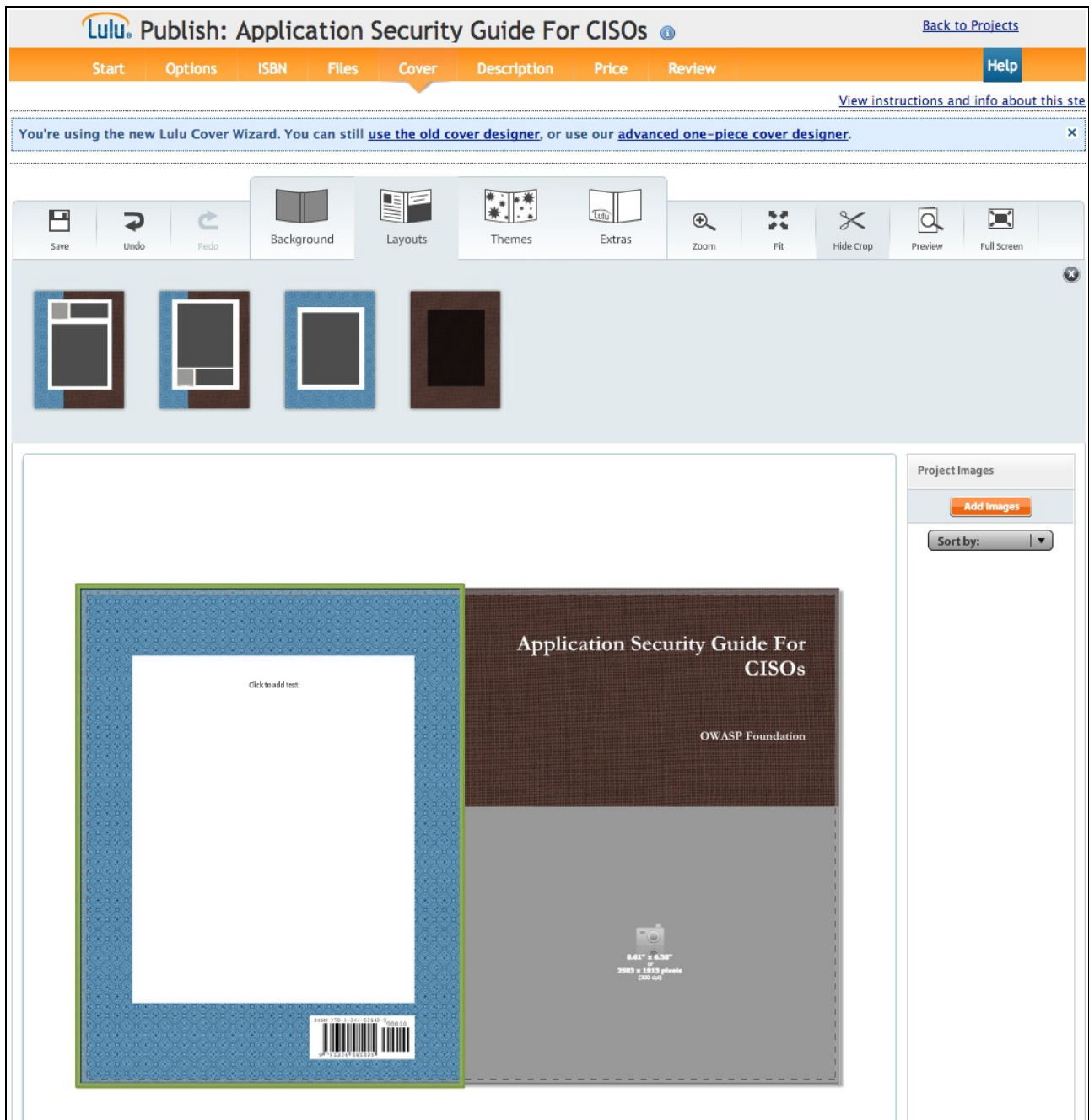
The following illustrations show a US Letter sized document that does not have a spine. Other dimensions and thicker documents will appear slightly differently.



Don't worry about how this looks for now... we will change it.

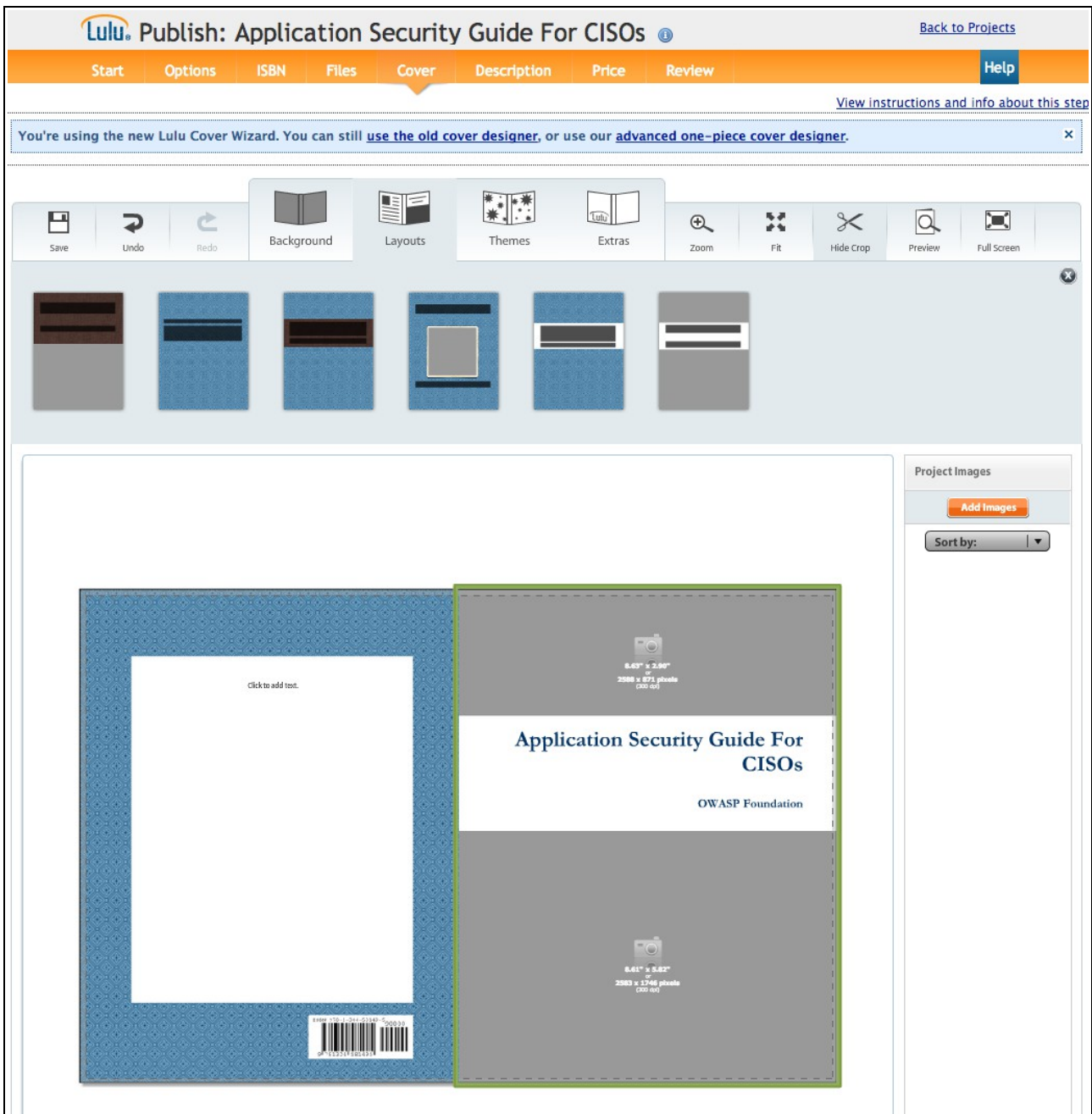
Click on the left hand side of the cover, so that the green bounded area is on the left. Then click on "Layouts".

Select the layout with the single grey block in the middle (the third one along in the screen capture below), by clicking on it:



While still on "Layouts", click on the right hand side of the cover, so that the green bounded area is now on the right.

Select the layout with the two grey photo blocks (the last one on the right in the screen capture below), by clicking on it. It may already be chosen.



We now have the general arrangement for the covers. We can move onto the design of the cover.

We will put in three parts for the front cover. We will:

- Add a generic white image with the OWASP logo on it in the top part
- We will amend the text in the central panel
- Add a book-specific photo in the bottom part

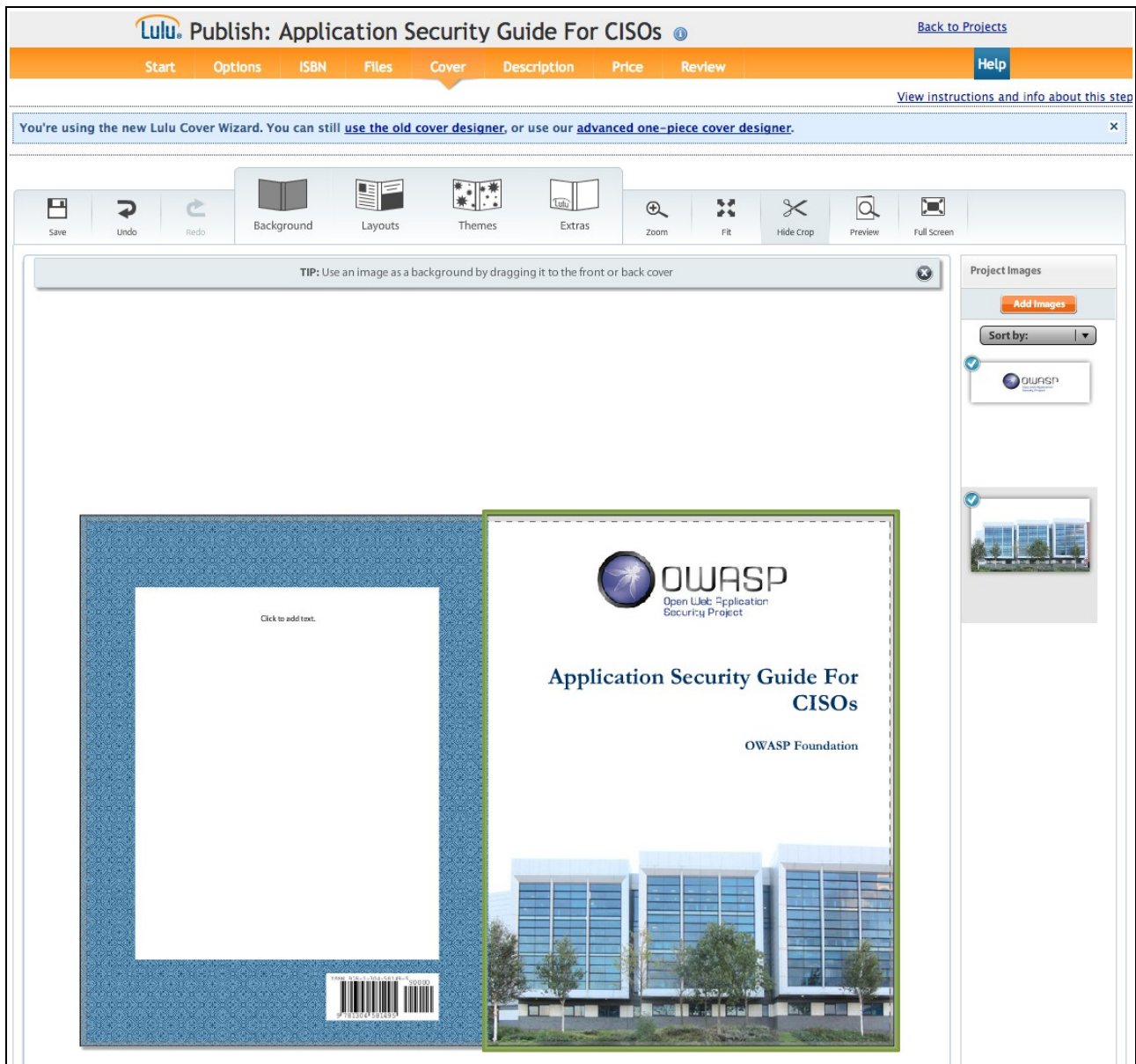
Firstly prepare the images. The preferred image sizes are shown below. If you use different dimensions, keep the aspect ratio identical, otherwise cropping will occur.

Book size		Top logo image	Bottom photo
Crown Quarto	7.44 x 9.68 in	lulu-cover-top-crownquarto.jpg	Recommended 5166 x 3492 pixels Minimum 2588 x 1746 pixels
US letter	8.5 x 11 in	lulu-cover-top-usletter.jpg	Recommended 4542 x 3476 pixels Minimum 2271 x 1738 pixels
Square	8.5 x 8.5 in	TBC	TBC

Click on "Add Images" in the right panel. And click on "Browse for files" to select the image to upload. Wait for it to finish and a thumbnail to appear in the right margin. Prepare and upload a photo for the lower part. The photo should be 2583 x 1746 pixels, or if possible twice that. Keep the aspect ration the same. The photo example here is unusual in that it fades to white at the top – most are just full photos. Avoid controversial content or stolen images.

You can click on the orange "Close image Browser" to return to the cover wizard.

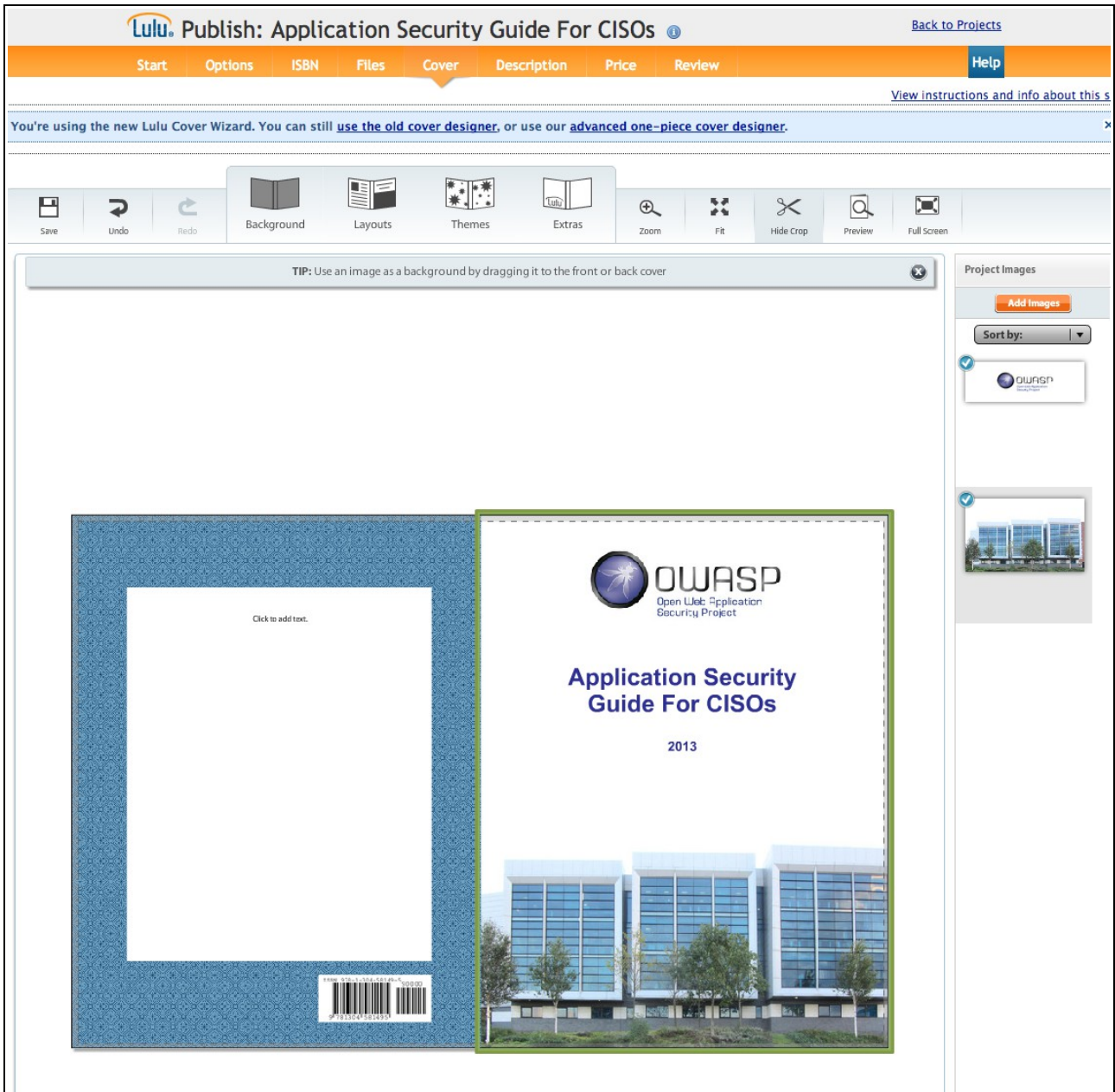
- Drag the logo image onto the top area.
- Drag the photo onto the lower area.



Now click on the middle text area. It will have the title and author by default. These are two separate text boxes which can be clicked on to edit. It is difficult or impossible to see the cursor. You need to click and drag over the whole text to select it before altering the font or colour.

Centre the text, Arial 36pt for the title and 20pt for the version works quite well for version, and make sure it is blue #2E3191.

On these simple formatted covers, don't put much else on the front cover. You can write everything else on the back.



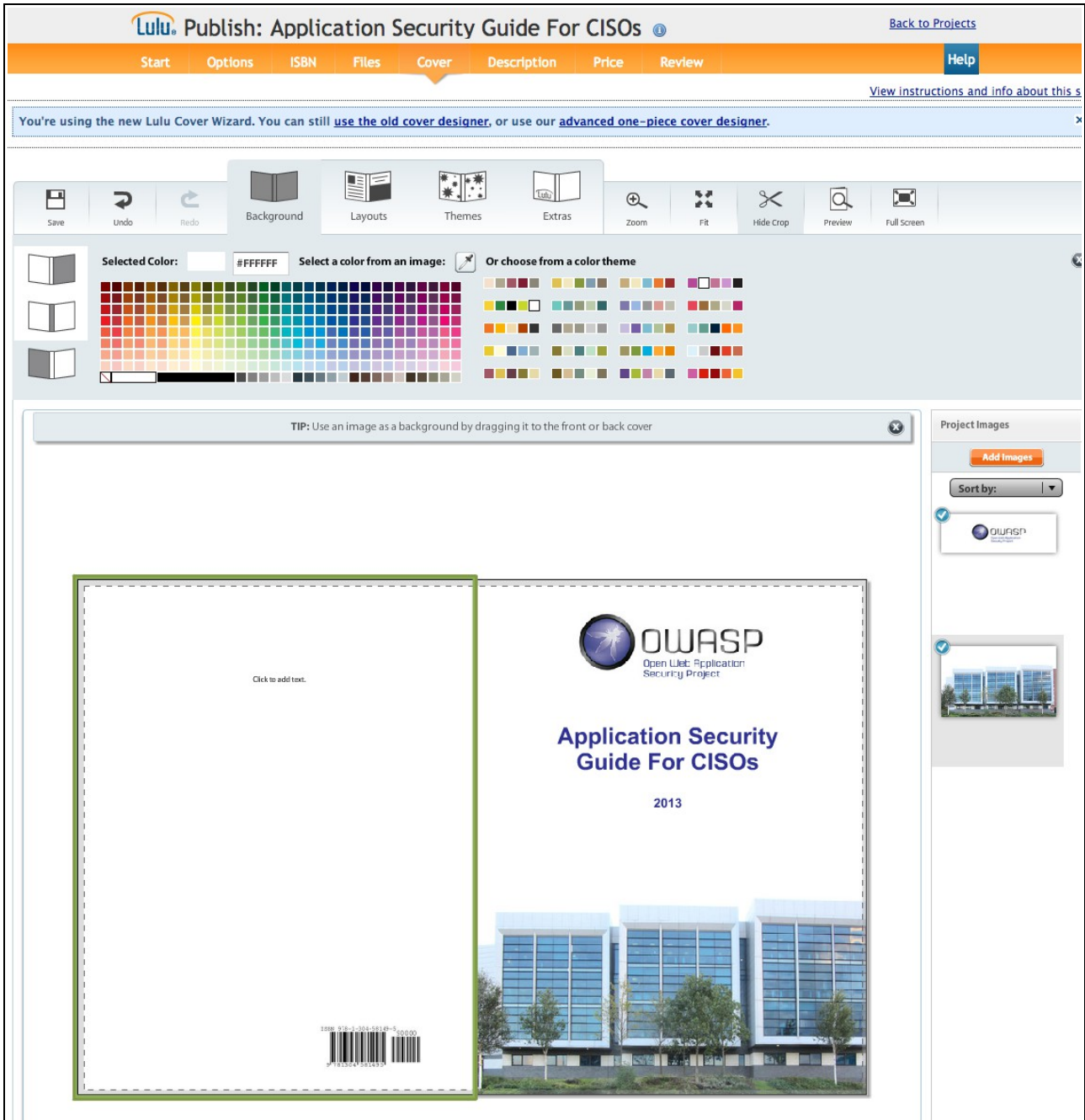
Now onto the back cover...

Click on the left area to bound it in green again.

Now click on "Background" and make sure just the back is selected in grey on the left.

Click on white in the palette (towards the bottom left).

You should now have a fully white page.



Now click on "click to add text". Change the font to "Arial 10pt" and make it left aligned (not centre). Check it is black text. Copy in or type the text.

Note: sometimes the font face and size changes back to some other default. Check for this before moving on. If it has changed, click, select it all (CTRL/CMD-A) and re-apply the font face, size and colour.

Try to put a description towards the top and a link to the project page URL. You may need to make the URL a smaller font size to prevent it wrapping. Then put in a lot of line breaks and put the version, copyright, licensing and description/credit of the photo towards the bottom.

See the example text below from the CISO Guide's back cover that includes a summary, a link to the project page, the version, date, copyright, licensing and a cover photo credit.:

Chief Information Security Officers (CISOs) are responsible for application security from governance, compliance and risk perspectives. The Application Security Guide For CISOs seeks to help CISOs manage application security programs according to their own roles, responsibilities, perspectives and needs. Application security best practices and OWASP resources are referenced throughout the guide.

The latest version of this document can be found at:

https://www.owasp.org/index.php/OWASP_Application_Security_Guide_For_CISOs_Project

Version 1.0 (November 2013)

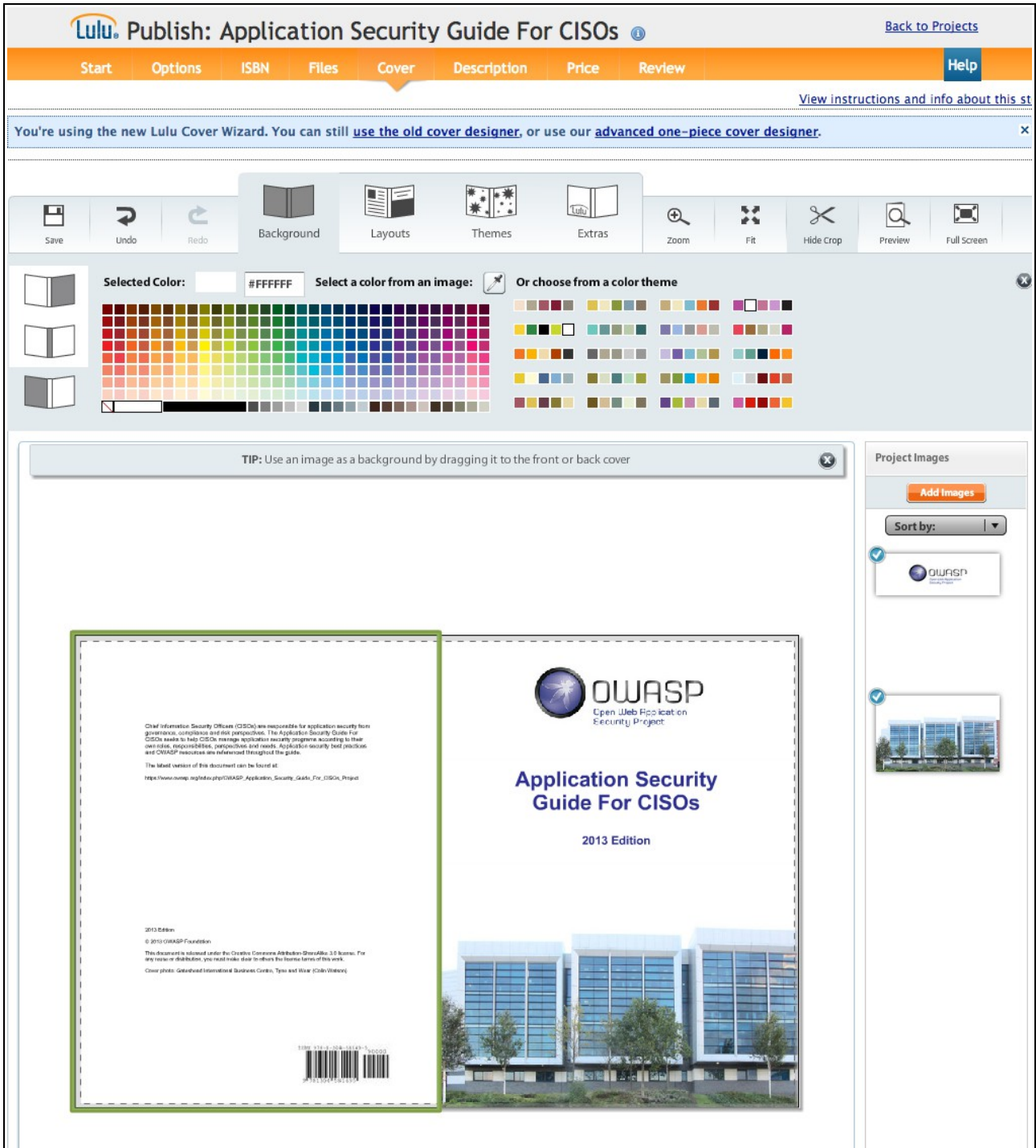
© 2013 OWASP Foundation

This document is released under the Creative Commons Attribution-ShareAlike 3.0 license. For any reuse or distribution, you must make clear to others the license terms of this work.

Cover photo: Martina Elisabeth Photography, www.martinaelisabeth.com

At each step, double-check the font face, size and colour are still what you intend. If necessary, click back to edit.

This is what it should look like on the screen:



If you have a thicker book, you will also be able to click on the central spine panel (not shown above). Change the text face, content, size and colour, and the background colour to solid white. There are two text fields on the spine.

For the CISO Guide, the top field was changed to the full title and version, with a larger space between these two phrases:

- Application Security Guide For CISOs Version 1.0 (November 2013)

The lower text field was kept as:

- OWASP Foundation

Now click on "Preview and Make Print-Ready Cover" at the bottom right of the screen.


Preview Your Cover

Chief Information Security Officers (CISOs) are responsible for application security from governance, compliance and risk perspectives. The Application Security Guide For CISOs seeks to help CISOs manage application security programs according to their own roles, responsibilities, perspectives and needs. Application security best practices and OWASP resources are referenced throughout the guide.

The latest version of this document can be found at:
https://www.owasp.org/index.php/OWASP_Application_Security_Guide_For_CISOs_Project

2013 Edition
 © 2013 OWASP Foundation
 This document is released under the Creative Commons Attribution-ShareAlike 3.0 license. For any reuse or distribution, you must make clear to others the license terms of this work.
 Cover photo: Gateway International Business Centre, Tyne and Wear (Cody Watson)






OWASP
 Open Web Application
 Security Project

**Application Security
 Guide For CISOs**

2013 Edition



Cover

Then click "Edit Your Cover" to change, or "Make Print-Ready Cover" to continue. Once ready click on the latter and the confirmation box. Wait while the process continues and the screen will then refresh to:

Download these two files. Then click "Save and Continue" to progress to "Describe Your Project".

Now fill in all the fields (see next page), and make sure both the copyright and publisher are "OWASP Foundation". Include "owasp" as one of the keywords. The license field doesn't seem to have v3 CC licenses, so just select v2.

Lulu Publish: Application Security Guide For CISOs [Back to Projects](#)

Start Options ISBN Files Cover **Description** Price Review Help

[View instructions and info about this step](#)

Describe Your Project

Help Customers Find Your Project

Category: ?
required

Keywords: ?
Enter keywords separated by commas.
Short two to three word phrases are recommended.

Description:
required

? Your description must be at least 50 characters not including spaces and no more than 1000 characters including spaces.
The gauge above will help you to know when you fall within these parameters.

Language: ?
required

Copyright Notice: © by ?
Example: © 2013 by

License: ?
required

Edition: ?
Example: Second Edition

Publisher: ?

Click "Save & Continue". Change the price to the minimum possible i.e. so that it is "at cost".

Set Your Project Price

Pricing

Set Your Price	Your Revenue (per sale)	
\$ <input type="text" value="10.00"/>	On Lulu	Everywhere Else
Minimum List Price: \$10.00 What's this?	\$0.24	\$0.00
Set Discount	Details	Details

<< Back Review Project >>

Click "Review Project".

Double-check everything on the next screen. If you have "General Access" set it will be available to buy.

[View instructions and info about this step](#)

Review Your Project

Application Security Guide For CISOs by OWASP Foundation

[Change](#)

Cover Art

[Change](#)



Back Cover



Front Cover

ISBN

ISBN: 978-1-304-58149-5

Project Information

[Change](#)

ID: 14202004

Category: Computers & Internet

Description: Chief Information Security Officers (CISOs) are responsible for application security from governance, compliance and risk perspectives. The Application Security Guide For CISOs seeks to help CISOs manage application security programs according to their own roles, responsibilities, perspectives and needs. Application security best practices and OWASP resources are referenced throughout the guide.

Copyright Year: 2013

Language: English

Country: United States

Keywords: application, security, ciso, guide, owasp

Book Properties

[Change](#)

Binding Type: Saddle-stitched—Consists of staples down the middle of the book fold.

Trim Size: 8.5" x 11"

Ink Color: Full Color Printing (with full-color covers)

Paper Type: Standard

Print-Ready Files



[Download and Review Your Print-Ready Interior](#) 20 pages



[Download and Review Your Print-Ready Cover](#)

Pricing & License

[Change](#)

Product	Price	Discounted	My Revenue	My Price
Retail Print	\$10.00	—	\$0.00	—
Print	\$10.00	—	\$0.24	\$9.70

License: Creative Commons Attribution-ShareAlike 2.0

Source Files

[Change](#)

1 owasp-ciso-guide-2013-0v2.docx Oct 30, 2013, 16:26

Who Can View This on Lulu

- Private Access
— Available only to me
- Direct Access
— Available only by private web address
- General Access
— Available through search and browse

Marketing

Attract some attention to your book. Lulu's online marketing experts will help you reach potential customers.



[Marketing](#)

<< Back

Save & Finish >>

Click "Save & Finish".

Once saved, click "View my projects" to return to the listing, or go to the URL

<http://www.lulu.com/author/>