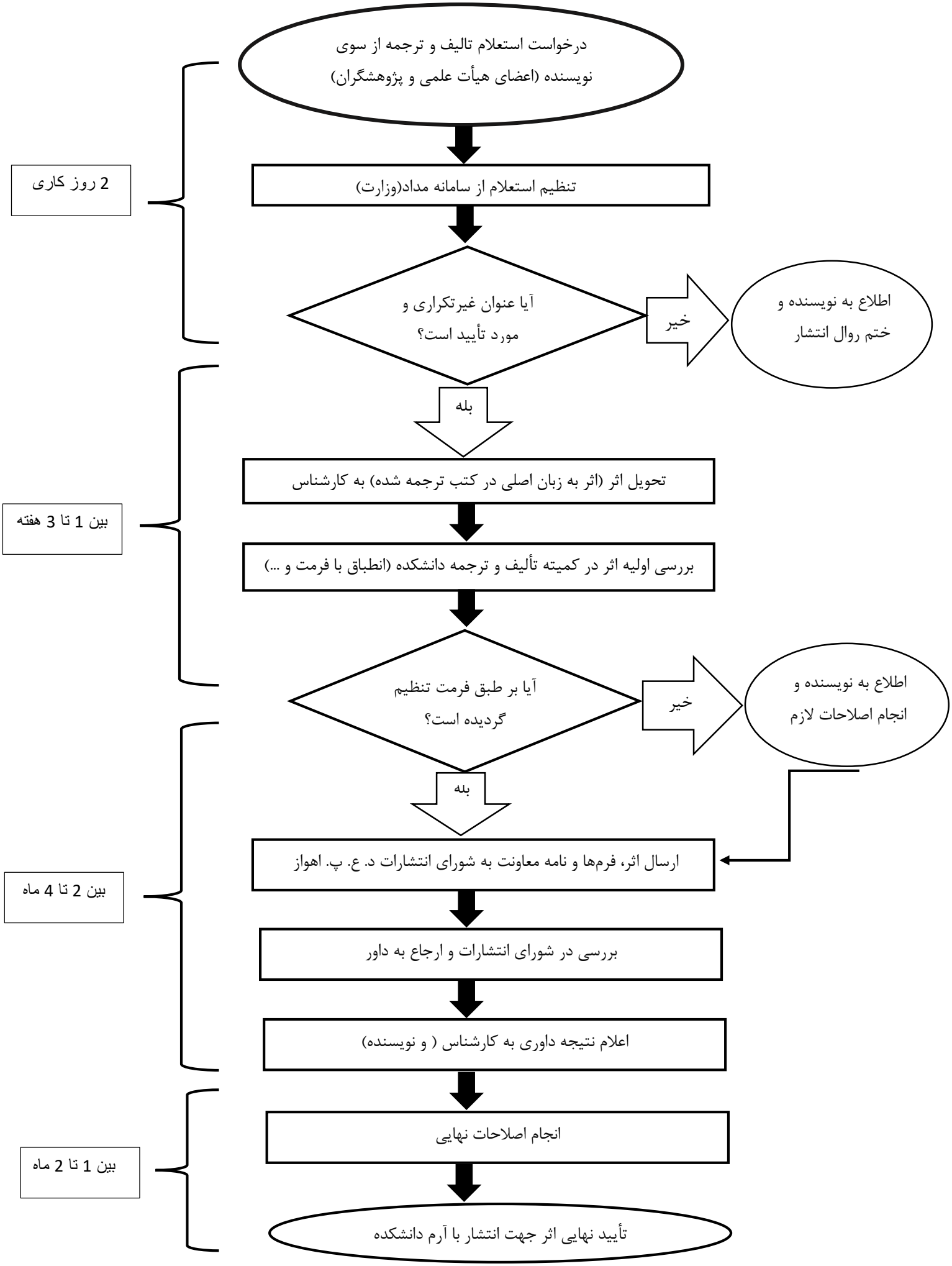فرآیند انتشار کتاب