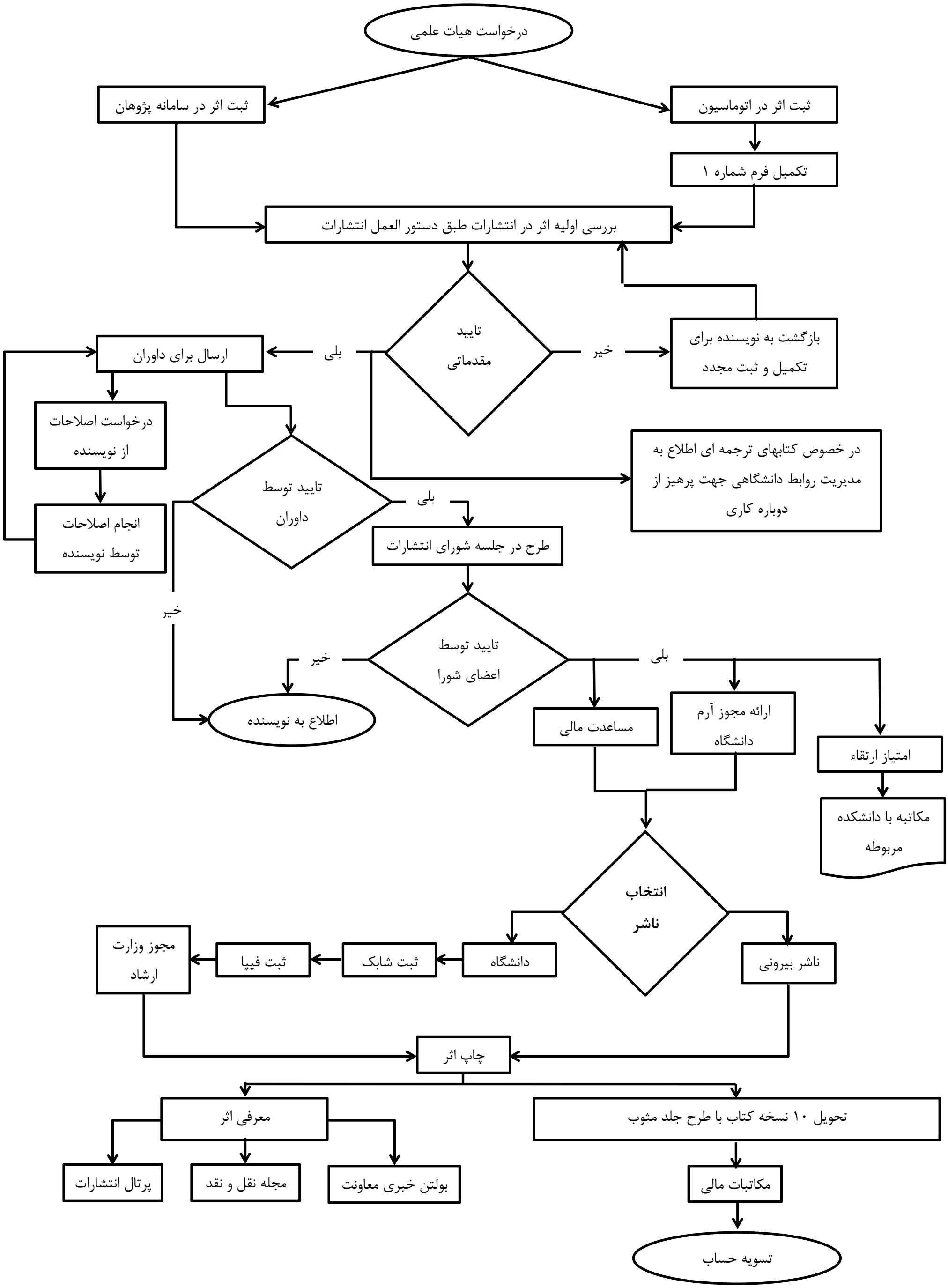فرایند چاپ کتاب در واحد انتشارات