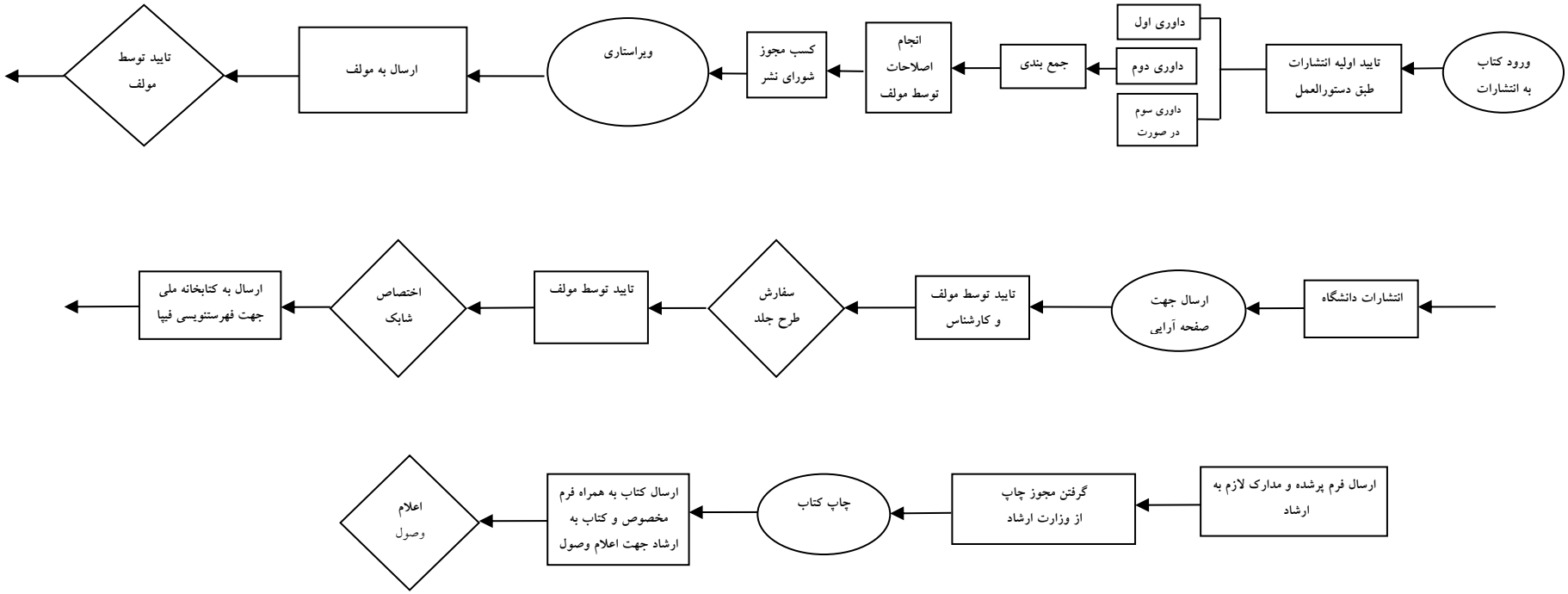فرایند چاپ کتاب