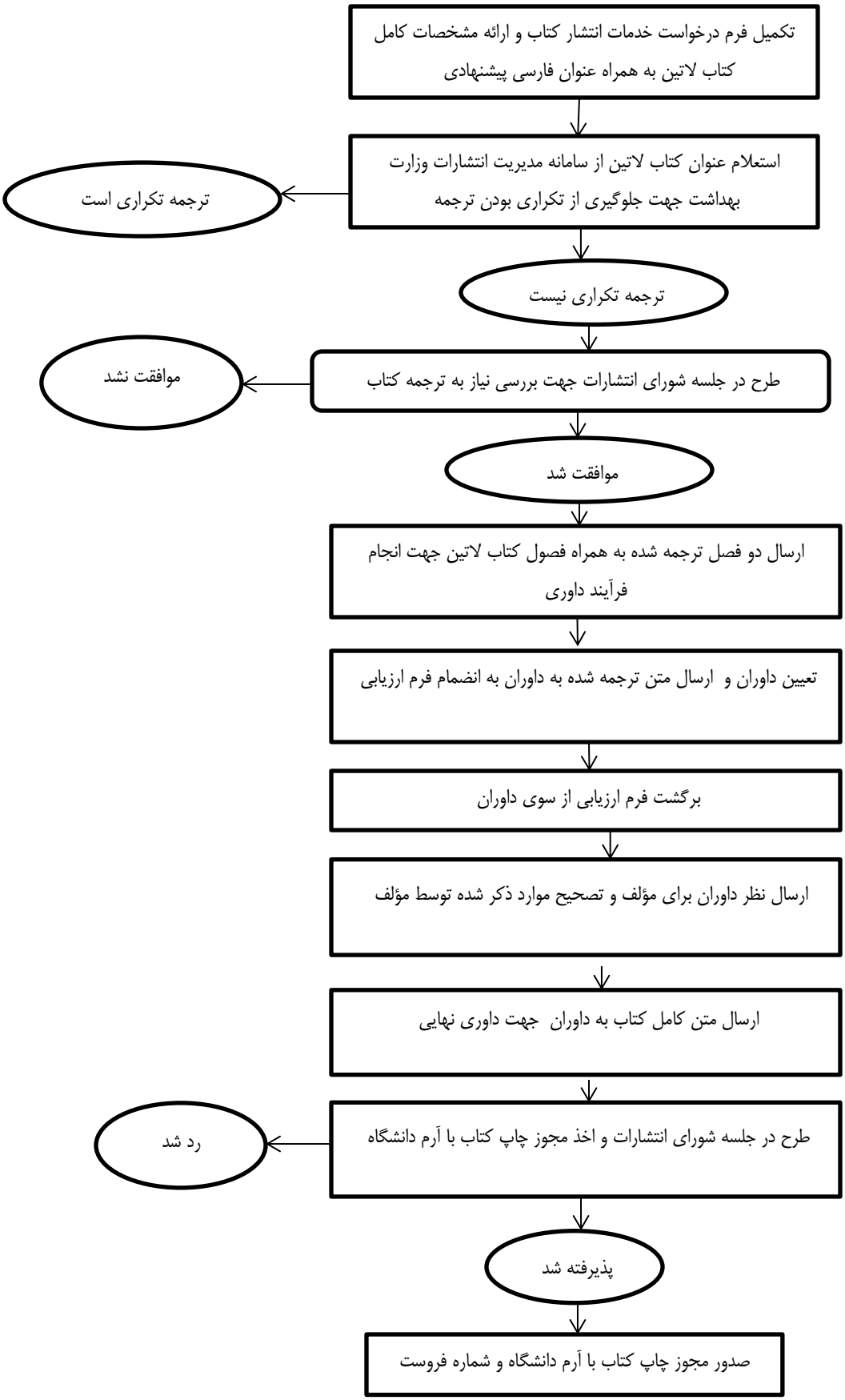فرآیند ترجمه کتاب