

# Open University Publications



## New titles produced by the Open University

	Titles	Pages
Textbooks, final edition	35	10,488
Textbooks, provisional edition	77	10,704
Readers and study guides, final edition	26	6,016
Readers and study guides, provisional edition	155	33,210

## Open University volumes sold

Client	Volumes	% of Total
Bookshops and Distributors	20,161	43
Individuals (Lamda bookshop and website)	17,474	37
Educational Institutions	6,593	14
Libraries	2,564	5
Public and Private Companies	543	1
<b>Total</b>	<b>47,335</b>	<b>100</b>

## Automated Purchase of OUI Books through the Lamda Website

The work process was fully automated this year as part of the Open University's ERP system. Thus, the entire process is automatic: orders are sent from the Internet directly to the warehouse for collection and when the book is mailed, an e-mail specifying mailing details is sent to the student.

## Collaboration in Book Publishing

An agreement was signed at the end of 2007 between the OUI, Tel Aviv University (The Porter Institute for Poetics and Semiotics) and Carmel Publishing, which resulted in the publication this year of Benjamin Harshav, *Selected Writings, Vol. 7, Metre and Rhythm in Modern Hebrew Poetry*.

## Collaboration in Publishing Scientific Journals

*Hamizrah Hehadash* [The New East] is a journal of the Middle East and Islamic Studies Association of Israel (MEISAI), formerly the Israeli Oriental Society. The journal is considered the leading academic periodical in its field in Israel, dealing in the study of the Middle East, Asia and Africa. The Open University collaborated with the Association in publishing the journal and the first volume of this joint effort appeared this year.



**Zmanim:** Four issues of *Zmanim*, the established history quarterly, were published this year. The journal is published by the Open University in collaboration with the History Department at Tel Aviv University and the Zalman Shazar Center for Jewish History, and under the auspices of the Israel Historical Society.

### Publications in Russian for the General Public

The development of the book, *Illustrated History*, commissioned by the Jewish Agency, was completed. The book will be used by the Education Division of the Jewish Agency for its "Jewish Identity" program. Furthermore, with the support of the Avi Chai Foundation, the University produced three series of new CDs that include lectures by teachers in our study program in Russian. Hundreds of CDs were distributed throughout the CIS.

### Digital Publications

The OUI's digital publications continued to be published this year: *Optimistic* (newsletter from the Dean of Academic Studies), *Tsilil Online* (the *Shoham* newsletter) and *Dagim* (the Chais Research Center information bulletin).

### Periodicals

**Adkan:** Two issues of *Adkan*, the OUI newsletter, were published this year, and circulated among students, employees and public figures. Each issue provided extended coverage of new courses and research conducted by OUI faculty.

**Open Letter:** Two issues of the OUI English-language newsletter were published this year. The **Open Letter** includes translations of stories published in *Adkan* in addition to designated material for donors, and its circulation was expanded this year.

**Magazine for Managers:** The magazine is brought out by the Dept. of Management and Economics, and the MBA program team. One issue was published this year, which included articles on the business world and Management studies.

**Igeret Ptucha,** the OUI Alumni newsletter, includes news from the OUI as well as reports on Alumni Association activities and graduate studies at the OUI.