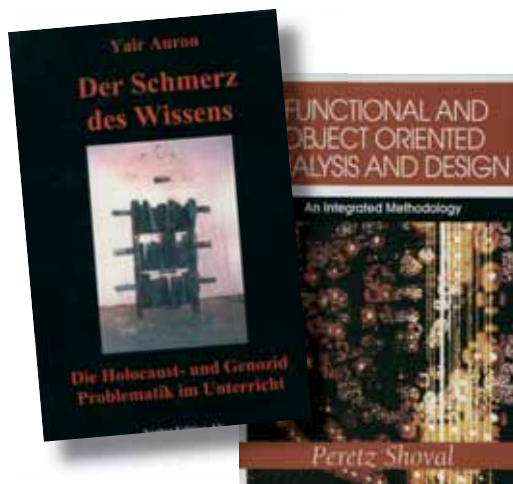


# Publications

## New titles produced by the Open University

	Titles	Pages
Textbooks, final edition	84	25,080
Textbooks, provisional edition	23	4,035
Readers and study guides, final edition	34	8,615
Readers and study guides, provisional edition	134	29,688



## Translation of OU Books into Other Languages

- AV Verlag of Germany published *Der Schmerz des Wissens* by Prof. Yair Auron this year, a translation of the textbook for the course "The Pain of Knowledge: Reflections on Holocaust and Genocide Issues in Education in Israel and Elsewhere".
- Ideal Group Inc. Publishing in the US published *Functional and Object Oriented Analysis and Design*, by Prof. Peretz Shoval. The Hebrew version of the book was written for a course offered in the MBA program.

## Open University Volumes Sold

Client	Volumes	% of Total
Individuals	17,379	32.0
Bookshops and Distributors	6,390	11.8
Institutions	16,908	31.1
Universities	13,627	25.1
<b>Total</b>	<b>54,304</b>	<b>100.0</b>

## 50

### Digital Publications

#### ***Optimistic* – Newsletter from the Dean of Academic Studies**

The Office of the Dean of Academic Studies has begun to put out a new digital newsletter that focuses on topics of interest to all OU students in a concise format. The newsletter is e-mailed to all students, tutors, OU employees, and heads of colleges and institutions. Two issues have been published to date.

#### ***Tslil Online* – The Shoham Newsletter**

Two issues of the Shoham newsletter were published this year, with articles written by University faculty members and Shoham staff about the integration of technology in academia in general and at the Open University in particular.

#### ***Dagim* – The Chais Center Information Bulletin**

Five issues of the Chais Center bulletin were published this year. The newsletter is intended for those interested in the study of learning technologies, and brings its readers up-to-date information about information sources from diverse perspectives related to learning and learning technologies.

## Opnet – The Open University Website

*Opnet*, our website, presents information about the Open University for the general public in Hebrew, English and Russian, and offers general and specific search services. The website is user friendly and updated continuously. The website pages are accessible to populations with disabilities (based on updated standards). Several new websites were built this year, among them:

- **Lamda, the Open University bookstore** website offers advanced, easy, varied and convenient search capabilities for those interested in OU books. The website provides ongoing updates on new books in the store. Through the website, users can order books and receive information about books and special offers, by field of interest, directly to their email. The website message board publishes information about special offers and events.
- The **Zmanim** website presents the uniqueness of this journal and enables users to subscribe and to respond to contents published. For every issue of the journal, the table of contents, article abstracts, new book reviews and one article in its entirety are posted.



- The **Meirav School of Complementary Medicine** website presents all courses offered by the school as well as additional activities, underscoring *Meirav's* uniqueness. Through the website, surfers can contact *Meirav* using a form that inputs information directly to the customer relations management system.
- The **Hasifa** website was designed to fit the school's young target audience and the contents that interest this group. The website is based on innovative usability and accessibility principles.