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Long a pre-eminent academic publisher, the University of Oklahoma Press has adopted an aggressive, customer-friendly sales plan to put its books in the hands of more readers—and even turn a profit.

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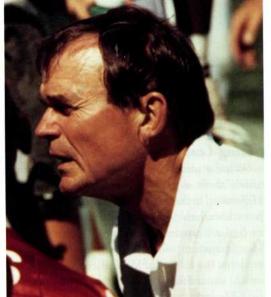
A new program that allows its enrollees to explore the world's religions is attracting bumper enrollments as students search for understanding in the wake of shattering national and international events.

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A new generation of medical students is finding a window to the past and lessons for the present in a fascinating collection that recently was installed at the Health Sciences Center's Robert M. Bird Library.

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ON THE COVER • Quick turnaround and personalized handling characterize the distribution of these towering stacks of books from the massive OU Press warehouse on the north campus. See Page 4. Photo by Robert Taylor.

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