



CITIC PRESS CORPORATION

2016 BIBF Rights Catalogue



Contacts:

Ms. Ding Chuan (dingchuan@citicpub.com)

Ms. Zhang Yanan (zhangyanan@citicpub.com)

Contents

Economy & Trends-----02

Social Science-----18

Life Style-----33

Literature-----39

Children Books-----48

分享经济：供给侧改革的新经济方案 马化腾等著

Sharing Economy: New Economic Plan of Side Structural Reform by Ma Huateng

9787508661049 | 58.00 | 2016.6 | 120,000 copies sold | Korean, Complex Chinese edition sold



李克强总理分享经济国家战略腾讯官方解读！

马化腾著，腾讯唯一官方授权。

《分享经济：供给侧改革的新经济方案》由“分享经济”倡导者马化腾等创作，以腾讯研究院长时间的研究为基础撰写而成，程维作序推荐。书中通过界定“分享经济”的内涵、世界各国的分享经济发展现状、各国政府的态度、各种企业的发展路径等内容，清晰呈现出当下中国政府和企业可供参考的案例以及可以选择的发展模式。

The Tencent official interpretation of national economic strategy of “sharing economy”. *Sharing Economy: New Economic Plan of Side Structural Reform* is created by Ma Huateng, the pioneer of “sharing economy”, wrote on the basis of long study of Tencent research institute and recommended by Cheng Wei. By defining the meaning of “sharing

economy” and stating the current development condition of sharing economy in other countries, attitudes of governments and various development paths of companies, this book presents some referable cases and development patterns for Chinese government and companies.

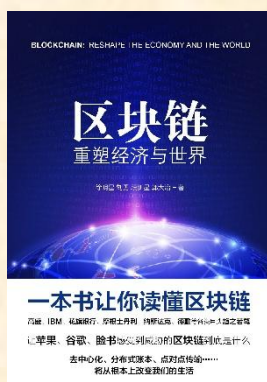
马化腾，腾讯主要创办人之一，现担任腾讯公司控股董事长兼首席执行官。

Ma Huateng, one of the major founders of Tencent and currently serves as the president and the chief executive officer of Tencent.

区块链：重塑经济与世界 徐明星等著

Blockchain: Rebuilding Economy and the World by Xu Mingxing

9787508662114 | 58.00 | 2016.6 | 20,000 copies sold



一本书读懂区块链。

本书由中国最大的区块链技术公司 OKCoin 和中关村互联网金融研究院，联合业界第一线成员和金融界专家学者，从源头、技术原理、应用案例、趋势、政策等方面全方位地详细解读这项革命性的金融科技成果，为读者带来这个领域最新的洞见。

If you want to learn about block chain, this book will be your best choice. The largest block chain technology company in China, OKCoin and Zhongguancun internet financial research institute, cooperated with the researchers and specialists and scholars, comprehensively explain this revolutionary financial technology product from the origin, technology principles, cases, trends and policies and provide a fresh opinion of this field for the readers.

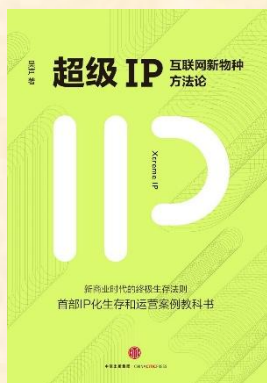
徐明星，区块链创业企业 OK Inc 创始人及 CEO，中国区块链应用研究中心创始理事兼理事长，前豆丁网 CTO 和雅虎、阿里的开发工程师。徐明星先生以先进的区块链技术为依托，深耕互联网金融领域的科技创新，创造性的改变经济与金融环境。OK Inc 公司拥有行业内的团队，旗下拥有中国最大的区块链资产交易平台 OKCoin、区块链金融连接网络 OKLink、区块链自金融平台好有钱三大产品线，是目前国内区块链技术应用领域的先驱。

Xu Mingxing, founder and CEO of block link startup company OK Inc., member and president of China block chain application research center, former CTO of Douding and the development engineer of Yahoo and Alibaba. OK Inc. is the pioneer at the field of domestic block chain technology application.

超级 IP: 互联网新物种方法论 吴声著

Super IP: Methodology of Internet New Species by Wu Sheng

9787508661933|49.00|2016.7|80,000 copies sold



IP 化生存和运营案例第一教科书！读懂 IP 时代的新商业逻辑，进阶未来的终极生存法则。《超级 IP：互联网新物种方法论》是逻辑思维联合创始人吴声对未来图景的深度思考，深度解构这一移动互联网时代新的连接符号和话语体系，帮助企业、品牌、个人迎接 IP 时代的变革与挑战。

The first textbook of IP survival and operation cases! In this book, you can acquire new business logics in the IP era and the ultimate rules of living in the future.

Super IP: The Methodology of Internet New Species is the deep thought of Wu Sheng, the co-founder of Logical Thinking, to the future and in this book he deconstructs the new connection symbols and discourse system in this new era of mobile internet. This book will help companies, brands and individual person to face the changes and challenges that IP era brings to us.

吴声，场景实验室创始人，场景基金管理合伙人，中国电子商务委员会执行秘书长。

Wu Sheng, founder of scenario laboratory, partner of scenario fund management and the executive secretary of China Electronic Commerce Committee.

刚性泡沫：中国经济为何进退两难 朱宁著

China's Guaranteed Bubble: How implicit government support has propelled China's economy while creating systemic risk by Zhu Ning

9787508660356|48.00|2016.4|30,000 copies sold| English, Korean, Complex Chinese edition sold



当前中国经济中充斥着“刚性泡沫”，面临着进退两难的困境，这很大程度上源于经济中普遍存在的“隐性担保”现象。过去，隐性担保对中国经济的发展起到了重要的推动作用，然而在未来，这种推动作用恰恰可能会对中国的经济和金融稳定产生巨大的威胁。在本书中，作者逐个阐述了中国隐性担保的诸多方面，包括影子银行、房地产市场、A股市场、产能过剩、国企问题、政府债务，以及以 P2P 和互联网金融为代表的金融创新和金融体系改革，探讨了今后经济金融领域的改革给中国经济带来的新机会和新挑战，并对政府如何逐渐退出刚性兑付和隐性担保、如何让市场在资源配置中发挥决定性作用、如何化解各个经济部门和金融行业所面临的不断积累的风险，提供了具体的改革思路 and 措施。

The truth about China's financial industry—and the growing bubble that's guaranteed to blow it apart...In recent years, the Chinese economy has been fueled by the implicit guarantee of major banks and local governments by the nation's central government. The resultant bubble has led to the emergence of a large shadow banking industry that poses major risks to China's real estate market, speculative stock investments, state-owned enterprises, and more.

It's not a matter of if China's bubble will burst. It's a matter of when. This eye-opening book from renowned financial scholar Ning Zhu provides a provocative in-depth analysis of China's current economic practices—and the profound dangers they pose—as well as a powerful wake-up call to investors, regulators, and the entire financial industry.

Zhu Ning is a Deputy Dean and Professor of Finance at the Shanghai Advanced Institute of Finance (SAIF), Shanghai JiaoTong University, and a Special Term Professor of Finance at University of California and at GuangHua School of Management at Beijing University.

华为没有秘密 吴春波著

There is No Secret in Huawei by Wu Chunbo

9787508663425|58.00|2016.7|50,000 copies sold

华为如何探索和坚守常识。

作者聚焦于企业成长、企业人和对人的管理，精心选取研究成果 30 余万字，涉及华为成长与发展的各个阶段，内容涵括企业经营成长、企业管理、狼性文化与人才管理、企业文化构建等方面，其中不少一手资料均为第一次面世，深度探索华为的经营哲学和成长逻辑，是一部诚意之作。

It is about how Huawei explores and persists. The author focuses on the corporate growth, entrepreneurs and staff management. The author elaborately selects more than 300,000 words of study result concerning each stage during the growth and development of Huawei, including corporate operation and growth, corporate management, wolf culture and talent management and corporate culture construction, among which there are lots of first hand data that appear for the first time. It deeply explores the operation philosophy and growth logic of Huawei.

吴春波，中国人民大学公共管理学院组织与人力资源研究所教授、博士生导师，自 1995 年起任华为公司高级管理顾问至今。

Wu Chunbo, professor and Doctor Master of the institute of public administration and human resource research Institute of Renmin University of China, who has been the senior management consultant of Huawei since 1995.

以客户为中心：华为公司业务管理纲要 黄卫伟等编著

Custom-Centered: Business Management Outline of Huawei Company by Huang Weiwei

9787508662718|68.00|2016.7|100,000 copies sold



传承于《华为公司基本法》！华为公司内训教材，首次大公开！

怎么成长为一家世界级的高科技企业？怎么管理一家世界级的高科技企业？怎么不断为客户创造价值使企业长期有效增长？这是摆在中国高科技企业面前的重要课题。本书的出版，将使读者了解华为是怎样一一应对挑战的，将有助于社会各界认识一个真实的华为。

The inner textbook of Huawei opens for the public for the first time! How to develop into a world-class high-tech enterprise? How to manage a world-class high-tech enterprise? How to produce value for the customers and let the company develop in the long term? These are important topics that Chinese high-tech companies are facing. This book will let readers

know how Huawei is dealing with challenges and it will let all sectors of society know about a real Huawei.

黄卫伟，中国人民大学商学院教授。受聘担任华为技术有限公司高级管理顾问至今，现为华为公司首席管理科学家。

Huang Weiwei, professor of business college of Renmin University of China. He is hired as the senior management consultant of Huawei Technology limited company and he is the chief management scientist of Huawei Company.

刘强东自述：我的经营模式 刘强东著

My Way to Success: An Autobiography by Liu Qiangdong

9787508658018|49.00|2016.5|120,000 copies sold



京东创始人刘强东首部署名作品。

刘强东深入阐述京东经营理念和商业价值观，互联网行业必读。京东创始人刘强东在书中都做了诚恳的讲述。作为实战派的企业家，刘强东拒绝堆砌辞藻，往往在简单文字间，道出互联网公司在经营方面值得借鉴的“干货”。

18 years ago when Liu Qiangdong opened his magneto-optical store in Beijing, no one would ever imagine that one day his B2C business would ever grow into a hundred-billion international business, with its competitive self-established logistic system covering all major cities in China. Debates and competition never cease, but Liu outshone his competitors with his belief on serving customers and creating social value while making profits. He also knows

when to cooperate: working closely with Tencent to seize the high ground in the age of mobile Internet. In this book, Liu Qiangdong for the very first time reveals his ways of management from user experience, infrastructure, teambuilding, financing etc. systematically with simple but eloquent words. It is a recommended read for people who are interested in entrepreneurship and e-commerce.

刘强东，京东集团创始人兼 CEO。

Liu Qiangdong (a. k. a Richard Liu) is the founder and CEO of Jingdong Mall which is one of the largest B2C online retailers in China. In 2014, he led the company to go public in NASDAQ, and he was selected as one of The World's 50 Greatest Leaders in 2015 by Forbes.

周鸿祎自述 2 周鸿祎著

How to Survive in the Hi-Tech Business in China by Zhou Hongyi

49.00|2016.8



周鸿祎力作，互联网从业者必读。本书以工业 4.0 时代的智能制造和万物互联概念为主要理论框架，系统梳理未来科技给人类生活方式带来的变革，智能时代的特点和智能硬件的发展趋势，同时老周秉承一贯奉行的“免费、用户至上、体验为王”互联网思想，结合 360 在智能硬件领域的成功和失败案例进行深入透析，给当下正在转型的传统企业和互联网企业以全新的启示。

It is a great work of Zhou Hongyi and it is worthy of reading by every internet practitioners. Based on the theoretical structure of smart manufacture in industry 4.0 and the definition of connection, this book systematically introduces the transform that future technology will bring to human's living method, features of smart times and the development trend of

smart hard wares. At the same time, Zhou Hongyi adhering to the internet philosophy “free, users first, value the experience” and profoundly analyzes Qihoo 360's successful and failed cases in the smart hard ware field to provide a brand new enlightenment for the transforming traditional companies and internet companies.

周鸿祎，奇虎 360 创始人兼 CEO。

Zhou Hongyi, founder and CEO of Qihoo 360.

褚时健传 周桦著

Biography of Chu Shijian by Zhou Hua

9787508656359 | 58.00 | 2015.12 | 200,000 copies sold



中国最创奇的创业家。

由著名传记作家周桦执笔，历经一年多的走访、调查、创作而成，从褚时健的生平，到他的管理理念、企业家精神，再到玉溪卷烟厂、褚橙等的管理运营，采访之深入，细节之丰富，资料之完整权威，写作之客观理性，值得每一个读者认真品读。

Chu Shijian is the most legendary entrepreneur of China. After a year of interview, investigation and creation, the famous biographer Zhou Hua wrote the biography of Chu Shijian. This book includes Chu Shijian's life story, his management philosophy, entrepreneurship spirit and the management operation of Yuxi Cigarette Factory and Chu orange. The deep interview, adequate detail, complete and authoritative data and objective

and sensible writing make it worth reading by every reader.

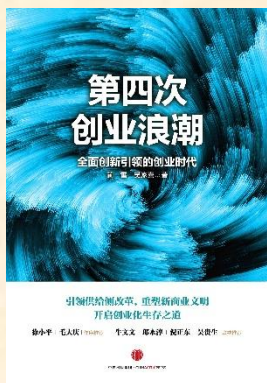
周桦，七零后，人物传记作家。1997年进入媒体工作，曾任国内新锐媒体《新周刊》杂志记者、编委，负责人物类栏目多年；2001年在《21世纪经济报道》开设专栏“数风流人物”，历时两年；长于财经人物传记撰写，2006年出版《王石这个人》（中信出版社出版）、2011年出版《藏锋-刘永好传》（北京大学出版社出版）。

Zhou Hua, born in 1970s, is a biographer. She began to work in media in 1997 and she was the journalist and editorial board member of New Weekly, and she was responsible for people column for years; in 2001 she opened a special column "great men" on the 21st Century Economic Reports and that lasted for 2 years; she is good at writing business people's biography and she published Wang Shi (CITIC Publishing House) in 2006 and Biography of Liu Yonghao (Peking University Press) in 2011.

第四次创业浪潮 蔺雷、吴家喜著

Building Start-Ups in China by Lin Lei, Wu Jiaxi

9787508663791 | 49.00 | 2016.7 | 10,000 copies sold



中国创时代第一创业读本。

新一轮创业浪潮，即第四次创业浪潮通过持续创造新供给、刺激新需求，促进实体经济转型升级，为推进供给侧结构性改革积蓄强大能量。本书重新定义了创业者、投资人、政府和社会大众的角色，分析了颠覆性商业模式创业、技术创业、全球化创业的发展趋势，探讨了中国实现创业起飞的可能性，展现了生生不息的创业型社会图景。

The first textbook of China startup business. A new wave of startup business, that is the fourth wave of startup accelerates the transformation and upgrading of the substantial economy and accumulates great powers for side structural reform. This book redefines the startup entrepreneurs, investors, government and the public, analyzes the revolutionary business

mode, technology entrepreneurship and the development trend of global start up, discusses the possibility of entrepreneurial take-off and shows a promising social picture.

蔺雷，管理学博士，国内服务创新领域的开拓者。

吴家喜，管理学博士。

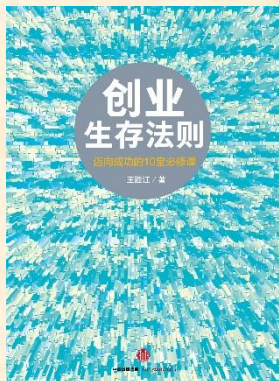
Lin Lei, Doctor of Management and the pioneer of domestic service innovation.

Wu Jiaxi, Doctor of Management.

创业生存法则：迈向成功的 10 堂必修课 王胜江著

Living Code of Start-Up Companies: 10 Lessons to Become Successful by Wang Shengjiang

9787508660967|48.00|2016.5|10,000 copies sold



创业人怎么避免走弯路？又如何跑赢对手？作者简明扼要地用 10 堂课，从“寻找投资人”“孵化器的选择”“创新”“品牌”“公关”等方面进行分析，并从自己创业辅导的经验中，给出最具代表性的案例，分析出目前本土创业人的短板，直指整个创业环境中存在的缺陷，最终给出创业走向成功的要诀。

In this book, the author summarizes a unique rules of living for startup businesses and he provides many start up cases with latest comment, which is worthy of reading by every start up entrepreneur. How can the startup entrepreneur avoid making detours? How can they beat their competitors? Through 10 lessons, the author analyzes from the aspects of “finding the investor”, “choosing incubator”, “innovation”, “brand” and “public relationship” and provides typical examples from his own start up experience to analyze the weakness of local start up entrepreneurs and then points out the existing flaws in the startup environment and finally comes up with a key to a successful startup.

王胜江，联合俞敏洪、盛希泰创办中国第一家创业运营服务商洪泰创新空间。北京众创空间联盟副理事长。

Wang Shengjiang established Hongtai Innovation Space, China's first service provider of startup operation with Yu Minhong and Sheng Xitai. He is also the vice president of Beijing Zhongchuang Space Alliance.

合伙人：非上市公司股权激励 宋海佳著

Partnership: Stock Ownership Incentive of Non-Listed Companies by Song Haijia

2016.8

有趣+干货，每位创业者必备的股权激励入门课。

“疯狂创业”的时代，期权、虚拟股几乎成为每位创业者、企业家必谈的话题，股权激励俨然一副灵丹妙药，成为公司运营的“标准配件”。但股权激励到底产生了什么效果？存在什么样的风险？让专业大律师来为您答疑解惑，创业时代如何正确“股励”员工，与您分享因人而异、因公司而异的股权激励定制方案！

It is interesting and it provides valuable information. It is the beginning course of stock ownership incentive for every start up entrepreneur. In the era of “crazy start up”, stock option and virtual stock almost become the topic of every entrepreneurs and the stock ownership incentive has become a great solution and a “standard accessory”. But what's the effect of stock ownership incentive? What's the risk of it? Now the professional lawyer will give you the answer and tell you how to “encourage with stock” in the times of startup and it will share with you the customized stock incentive solutions according to different people and company.

宋海佳，公司法、税法专业律师，创业与企业咨询资深专家。具有注册税务师和上市公司独立董事资格。

Song Haijia, professional lawyer in corporate law and tax law and also the senior specialist in startup and enterprise consultation, who has the qualification of registered tax accountant and independent director.

结构性思维：让思考和表达像搭积木一样有序省力 王琳著

Structural Thinking: Let Thinking and Expression to Become as Ordered and Easy as Building by Wang Lin
9787508661124|55.00|2016.5|10,000 copies sold| Korean edition sold



风靡国内职场的思维训练读本！

在日常工作中，没有要点、杂乱无章的口头表达和文字表达往往缺乏对对方的说服力，甚至降低整个组织的工作效率。究其原因，是在传递信息时没有构建一个有效的结构。

《结构性思维》可以帮助我们在表达核心观点的基础上，有理有据、条理分明地证明这个观点，使我们能够做到清晰思考和准确表达。本书共分为十一章，具体讲述了结构性思维与记忆、结构性思维与倾听、结构性思维与阅读、结构性思维与口语表达等内容。

It is a popular mind training book in domestic career field! In our daily work, pointless and disorderly verbal expression and literal expression is difficult to persuade others and even

will lower the work efficiency of the whole organization, and the reason is lacking of an efficient organization while delivering information. *Structural Thing* can help us to prove a point of view orderly on the basis of expressing the core point and let us to think clearly and express appropriately. There are 11 chapters in this book and it introduces structural thinking and memory, structural thinking and listening, structural thinking and reading and structural thinking and verbal expression in detail.

荣耀时刻：用“话”图纸轻松搞定 18 分钟演讲 王琳著

Honorable Moment: 18 Minutes of Speech Is Easy by Using the “Discourse” Paper by Wang Lin
9787508663982|50.00|2016.7|10,000 copies sold



你和演讲达人之间只差一页纸

《荣耀时刻：用“话”图纸轻松搞定 18 分钟演讲》绝不仅是一本演讲技巧书籍。本书以结构化的思考方式为基础，抛弃所有无法让读者直接运用在商务演讲中的高深技巧，呈现给读者一张拿来就填、填完就用的演讲“话”图纸，通过内容的精致调整来改变演讲的整体结构及现场呈现结果。

What's between you and the professional speech maker is a paper. *Honorable Moment: 18 Minutes of Speech Is Easy by Using the “Discourse” Paper* is definitely not just a book about speech techniques. Based on structural thinking method, this book avoids all of the techniques that cannot be used in business speech and it shows the readers a “discourse”

paper that can be wrote on and the readers can actually use. Through the delicate adjust of the content, the general structure of the speech will be changed and the live results will be shown.

王琳，版权课程《结构性思维》《荣耀时刻——用“话”图纸轻松搞定 18 分钟演讲》创始人，华商基业管理咨询有限公司联合创始人，国际绩效改进协会中国区（ISPI-China）副主席，中国好讲师大赛辅导老师。有超过 18 年的培训管理经验，曾先后就职于西安杨森、壳牌石油、诺基亚、摩托罗拉。经过 12 年的积累和打磨，主讲的《结构性思维》课程服务超过百家企业，认证辅导超过千名培训讲师，影响超过十万人。

Wang Lin, founder of copyright courses *Structural Thinking* and *Honorable Moment: 18 Minutes of Speech Is Easy by Using the “Discourse” Paper*, co-founder of Huashang Fund Management Consultation Limited Company, Vice president of ISPI-China and tutor of China's Excellent Lecturer Contest. She has more than 18 years of training and management experience and she used to work in Xi'an-Janssen, Shell Oil Company, Nokia and Motorola. With 12 years of experience, her major course *Structural Thinking* provides service to more than one hundred companies and thousands of training lecturers. Her course has influenced more than 100,000 people.

中国领导力：思想领袖看中国与世界 杨燕青主编

China's Leadership: China and the World from the Point of View of Thought Leaders by Yang Yanqing

9787508662985|58.00|2016.6|10,000 copies sold



纵论世界大势，探讨全球经济如何转型。

本书结合中国与世界 2015 年发生的经济、政治、文化等方面的大事，邀请全球各方面的思想领袖（如吴建民、蔡昉、福山、拉加德、朱民、乔治·奥斯本、容克、巴尔舍夫斯基、贾康、谢国忠、李扬、金琦、罗伯特·席勒、凯文·凯利、刘慈欣等）对 2016 年中国与世界的发展和可能出现的情况进行分析和解读。纵论天下大事，展望未来趋势。

This book discusses the general trend of the world and how the global economy transforms. Combined with China and the world's great events in economy, politics and culture in 2015 and inviting thought leaders from the world (such as Wu Jianmin, Cai Fang, Fukuyama, Lagarde, Zhu Min, George Osborne, Junker, Barshefsky, Jia Kang, Xie Guozhong, Li Yang, Jin Qi, Robert Schiller Calvin Kelly, Liu Cixin and others) to analyze and interpret about the development and possible situations of China and the world. This book discusses the great events of the world and predicts the future trend.

杨燕青，经济学博士，《第一财经日报》副总编辑，中欧陆家嘴国际金融研究院特邀研究员。Johns Hopkins University 访问学者，拥有丰富的媒体和研究经验，10 余年密切跟踪中国的经济金融转型、制度变迁和金融行业发

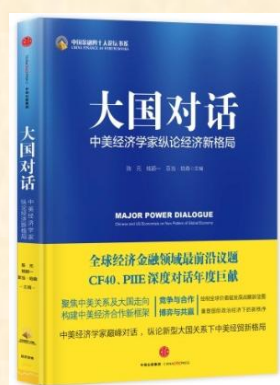
展，擅长全球视野讨论中国问题。

Yang Yanqing, Doctor in economics, vice editor of First Financial Daily and special researcher of Sino-Europe Lujiazui international financial research institute. She is the visiting scholar of Johns Hopkins University and has abundant media and research experience. She has closely followed China's economic and financial transform, system reform and development of financial industry for more than 10 years and she is good at discussing China's issues from the global point of view.

大国对话：中美经济学家纵论经济新格局 陈元、钱颖一、亚当·珀森著

Dialogue Among Great Powers: Chinese and American Economists Discuss the New Economic Pattern by Chen Yuan, Qian Yingyi, Adam Person

9787508662190|58.00|2016.7|10,000 copies sold



中美顶级智库高端对话，纵论大国关系下中美经贸新格局。CF40、PIIE 年度巨献。

本书记录了中国金融四十人论坛（CF40）联合美国知名智库彼得森国际经济研究所（PIIE）与会专家就“中美经贸新格局”“‘一带一路’与区域均衡发展”

“TPP/FTAAP：中美及亚太地区贸易新格局”“互联网金融与金融发展多元化”“全球经济与货币政策分化的趋势与对策”等重要议题展开的思想碰撞与学术交锋。

The high-end dialogue in Sino-American top think tank discusses the new pattern of Sino-American economy under the big power relations. It is sincerely provided by CF40 and PIIE. This book records the thinking collision and academic exchange of China's CF40 and specialists of PIIE, a famous American think tank about "Sino-American new economic pattern", "one belt and one road" and regional balanced development TPP/FTAAP: new pattern of trade in Sino-America and Asia-Pacific region, "internet finance and diversified financial development" and "trend and solution of global economy and differentiation of currency policy" and many other important topics.

“TPP/FTAAP: new pattern of trade in Sino-America and Asia-Pacific region”, “internet finance and diversified financial development” and “trend and solution of global economy and differentiation of currency policy” and many other important topics.

中国经济：观察与谏言 夏斌著

China's Economy: Observation and Expostulation by Xia Bin

9787508659145 | 58.00 | 2016.3 | 10,000 copies sold



十三五思路 / 改革大逻辑 / 中国路线图

国策顾问指点未来经济趋势和应对之策

《中国经济：观察与建言》全面呈现其一以贯之的厚实研究和深刻洞见，有助于公众看清楚处于改革、转型、发展关键时刻的真实中国之大势，同时也为中国如何避免陷阱、再续繁荣给出了自己的良方。

13th Five Year Plan Thought / Reform Logic / China's Road map

National strategy consultant points out the future economic trend and solutions

China's Economy: Observation and Expostulation comprehensively presents the author's solid study and profound insight, which will help the public to see China's trend during the

key moment of reform, transition and development and at the same time provides a great solution for China to avoid trap and continue prosperity.

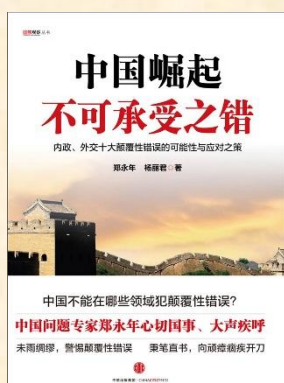
夏斌，现任国务院参事，当代经济学基金会理事长，国务院发展研究中心金融研究所名誉所长，南开大学国家经济战略研究院院长。

The author is the consultant of the State Council and the director of modern economics fund. He is also the honorary director of finance research institute of Development Research Center of the State Council and the dean of national economic strategy research institute of Nankai University.

中国崛起不可承受之错：内政、外交十大颠覆性错误的可能性与应对之策 郑永年、杨丽君著

Obstacles in China's Rising: Possibilities and Solutions of 10 Disruptive Mistakes of Internal Affairs and Diplomacy by Zheng Yongnian, Yang Lijun

9787508658636 | 48.00 | 2016.3 | 30,000 copies sold



中国问题专家郑永年从内政外交领域梳理可能出现颠覆性错误的各十大方面，未雨绸缪，以期中国的现代化和崛起进程顺利完成。

在中国崛起过程中，“在哪些领域存在犯颠覆性错误的可能性？”这一问题是关键。我们必须对那些可能的颠覆性错误有足够的认识，并且加以深入研究，才能预先加以足够的防范。

Zheng Yongnian, expert of China's issues, studies 10 aspects that are possible to appear disruptive mistakes from the field of internal affairs and diplomacy so that we will avoid the mistakes and make sure China's modernization and rising can complete successfully. While rising, "in which area that is possible to appear disruptive mistake" is the key. We must have

adequate understanding about the possible disruptive mistakes and then deeply study so that we will be on guard before the mistakes are really happening. More importantly, the fields in which are possible to have mistakes are exactly the weak links of national system construction and also the fields that can realize breakthrough of system construction.

郑永年，普林斯顿大学政治学博士，现任新加坡国立大学东亚研究所所长。

杨丽君，华南理工大学公共政策研究院教授。

Zheng Yongnian is the Doctor of politics in Princeton University and the director of East Asia research institute of University of Singapore. Yang Lijun is the professor of public policy Institute of South China University of Technology.

中国震撼：一个“文明型国家”的崛起 张维为著

Shock of China: Rise of a “Civilized Country” by Zhang Weiwei

9787508663401|47.00|2016.7|30,000 copies sold| Korean edition sold



亲历百国现实，讲述中国故事。用中国人自己的话语来解读中国与世界。关于中国模式最强有力的中国声音。《中国震撼》是作者张维为探讨中国崛起的代表作之一。张维为教授通过自己走访一百多个国家的所见所闻，以国际关系学者的深厚学术背景，以其独特观察和理性分析，提出中国作为一个“文明型国家”崛起的命题。

It tells about China's stories and uses Chinese people's words to interpret China and the world. It is China's strongest voice about China model. *Shock of China* is the theoretic summary of "China Model" and it lets people understand the facts of China's rise more objectively and also understand the cultural connotation behind China's rise.

张维为，复旦大学特聘教授、国家高端智库理事会理事、上海春秋研究院资深研究员。20 世纪 80 年代中期，曾担任邓小平和其他中国领导人的英文翻译。

Zhang Weiwei, specially-appointed professor of Fudan University, member of national high-end think tank and the senior researcher of Shanghai Chunqiu research institute. In the middle of 1980s, he was the English translator of Deng Xiaoping and other Chinese leaders.

中国增长之谜 朱天著

The Myth of China's Growth by Zhu Tian

9787508663906|49.00|2016.7|10,000 copies sold



层层剖析中国经济发展的内生优势，告诉你为什么可以对未来 20 年增长保持理性乐观。中国比发达国家增长快也许不奇怪，可以说是因为原来的基数低。难以解释的是：为什么中国比赤道几内亚以外的所有发展中国家增长都快？经济学教授朱天从全球比较的视角出发，在大量数据分析的基础上，从体制和文化两个角度揭开中国经济的非凡增长之谜，指明当今观察中国宏观经济的认知陷阱和误区。

This book analyzes the inner advantage of China's economic development, and gives you the reasons that why you should keep a sensible and optimistic attitude in the growth in the next 20 years. It is no wonder that the growth speed is faster than that of advanced countries, that is because China's original cardinal number is low. What is difficult to explain is that: why

the growth speed of China is faster than that of all the developing countries except Equatorial Guinea? Speaking from the view of global comparison and based on mass data analysis, economics professor Zhu Tian points out the cognition trap and misunderstanding of China's macro economy and reveals the fast growth myth of China's economy from the points of system and culture.

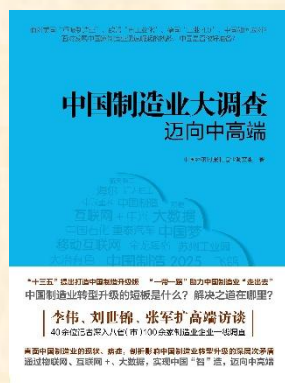
朱天，中欧国际工商学院经济学教授，经济学和决策科学系系主任。

Zhu Tian, professor of economics in China Europe International Business School and the director of economics and decision science division.

中国制造业大调查：迈向中高端 中国经济时报制造业课题组著

The Survey of China's Manufacturing Industry: Marching Toward Middle and High Grade

9787508659282 | 58.00 | 2016.4 | 10,000 copies sold



深入中国制造业企业，全面解读中国制造业何去何从。

《中国制造业大调查：走向中高端》是国家提出中国制造 2025 战略后中国经济时报课题组通过调研八省市制造业企业，深入分析我国制造业的得失利弊，全面阐述了在互联网、云计算、大数据时代如何打造中国制造业升级版，调研的制造业企业包括中央企业和民营企业、机械制造企业和家电企业等，并通过各省市之间的对比总结案例省市所具备的优势和存在的问题。

Deep into China's manufacturing companies, this book comprehensively interprets what path shall China's manufacturing industry follow. The Survey of China's Manufacturing Industry: Marching Toward Middle and High Grade is the product after China brings about

China's manufacturing 2025 strategy. The research group of China's economic times made a survey about 8 provinces' manufacturing companies, deeply analyzed the gain and loss of China's manufacturing and generally explained how to establish an upgrade version of China's manufacturing in the time of internet, cloud computing and big data. The surveyed companies include central enterprises and private enterprises, machine manufacture companies and household appliance enterprises. Through the comparison of different provinces and cities, this book summarizes the advantages and problems of the cases.

China Economic Times starts publication on Nov, 1st, 1994 and it is a comprehensive economic daily paper issued in nationwide and it is supervised by State Council's development research center. It owns a massive and loyal group of readers in China's government, academic community and enterprises and has great influence at abroad.

中国的坎：如何跨越“中等收入陷阱” 贾康、苏京春著

China's Difficulty: How to Overcome the "Middle Income Trap" by Jia Kang, Su Jingchun

58.00 | 2016.8

如何跨越“中等收入陷阱”问题是关乎国家发展命运的关键问题，一直是各界关注和讨论的热点。本书在阐述关于如何跨越“中等收入陷阱”理论的同时，结合英国、德国、美国如何在历次产业革命中实现跨越的案例和 20 世纪 50 年代日本与 70 年代“亚洲四小龙”的崛起，从历史的角度分析国家发展和“中等收入陷阱”的关系，阐述这些国家如何成功跨越“中等收入陷阱”。

How to overcome the "middle income trap" is closely related to the national development destiny and it is a hot topic that all walks of life are talking about. This book introduces overcoming "middle income trap" theory, and at the same time explains how to overcome the "middle income trap" from the cases of England, Germany and America's performance in every industrial revolution and the rise of "Four Asian Tigers" in 1950s and 1970s. It also analyzes the relationship between national development and "middle income trap" from the view of history.

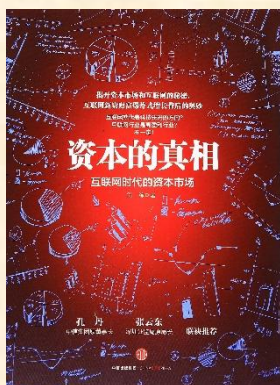
本书作者贾康，财政部财政科学研究所原所长，知名经济学家，媒体称之为“中南海问策”。对如何跨越“中等收入陷阱”问题有着深入的研究。

The author of this book is Jia Kang, who is the former director of the finance science research institute of the Ministry of Finance and a famous economist and he is known from the media as the "consultant of Zhongnanhai". He has deeply studied about how to overcome the "middle income trap".

资本的真相：互联网时代的资本市场 简练著

The Truth of Capital: Capital Market in the Age of Internet by Jian Lian

9787508657769|49.00|2016.3|10,000 copies sold



揭开资本市场和互联网的秘密，互联网新贵财富爆炸式增长背后的奥妙。

互联网思维、互联网金融、互联网+……自 2012 年以来，热词频现。互联网、移动互联网，这个在过去 20 年里的确改变了世界的事物，是如何爆炸式地发展起来的呢？它是怎么变成一个产业的？它和资本市场存在怎样的关系？它在最近一轮美国主导的全球化扮演了什么角色？这些问题的答案，对中国科技产业、经济转型和金融体系改革未来的道路有重大意义。

It reveals the secrets of capital market and internet and the secrets behind explosive growth of new wealth in the internet. Internet thinking, internet finance and internet +……. Since 2012, the hot words are emerging constantly. For all those things that change the world in

the past 20 years such as the internet and the mobile internet, how do they develop explosively? And how are they develop into an industry? What's the relationship between them and the capital market? What role do they play in the globalization dominated by America? The answers to these questions are meaningful to China's technology industry, economic transition and the future of financial system reform.

简练，信改革发展研究基金会青年会员、中信改革发展研究院研究员。

Jian Lian, member of CITIC reform and development research fund and the researcher of CITIC reform and development research institute.

个人金融新格局：新趋势下的变革与创新 何大勇等著

New Pattern of Individual Finance: Reform and Innovation under the New Trend by He Dayong

9787508657639|49.00|2016.2|15,000 copies sold| Complex Chinese edition sold



BCG 中国团队最新力作！总结未来个人金融服务革新新动力、新格局、新战略，为个人金融服务业描绘未来变革与转型路径。本书由 BCG（波士顿咨询公司）资深金融战略专家领衔，与领先互联网企业及众多传统金融机构合作，结合 BCG 国内外丰富的案例经验编写而成。本书提出互联网+时代的个人金融具备和传统金融不同的竞争格局、竞争方式和致胜要素，总结未来个人金融服务的革新新动力、新格局、新战略。为零售银行、保险业、券商、P2P、股权众筹等个人金融服务业描绘未来变革与转型路径。

It is the latest work of BCG China team! It summarizes the new impetus, new pattern and new strategy of individual financial service in the future and points out the future reform

and transition route for individual financial service industry. Senior financial strategy experts of BCG are the major writers of this book and it is cooperated with leading internet companies and many traditional financial institutions. It contains a lot of domestic and foreign cases in BCG and provides the competition pattern, method and winning elements of individual finance in the time of Internet + and summarizes new impetus, new pattern and new strategy of individual financial service in the future. It points out the future reform and transition route for retail banks, insurance industry, securities trader, P2P and stock crowd funding and other individual financial service.

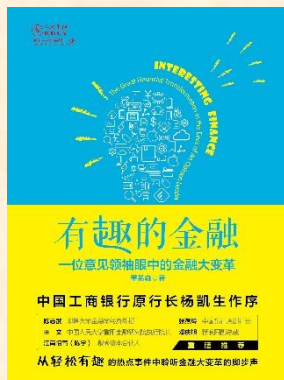
何大勇，BCG 合伙人兼董事总经理。

He Dayong, partner and general manager of BCG.

有趣的金融：一位意见领袖眼中的金融大变革 董希淼著

Interesting Finance: Financial Reform in the Eyes of an Opinion Leader by Dong Ximiao

9787508662978|58.00|2016.7|10,000 copies sold



从轻松有趣的热点事件中聆听金融大变革的脚步声，让金融变得生动、有趣、多彩。金融与你我密切相关，但我们真的了解金融吗？支付宝是不是市场垄断者？银行是弱势还是弱智？货币发行不少怎么仍然“钱荒”？谁将是互联网金融的主力军？……作者围绕最近两三年经济金融热点事件和焦点问题，以通俗易懂的语言分析其中的奥妙，生动讲述背后的故事，并试图揭示隐藏着的逻辑。

Interesting hot events make the finance become vivid, interesting and colorful.

Finance is closely related with our daily life, but how much do we know about the finance? Has Alipay dominated the market? The bank is weak power or mental retardation? The money issue is not little but why we are still “short of money”? Who will become the main

force of internet finance? The author analyzes the secrets of the recent 2-3 years of economic financial hot events and focus issues with simple words and vividly tells about the stories and tries to reveal the hidden logic.

董希淼，恒丰银行研究院执行院长。中国人民大学重阳金融研究院客座研究员、新浪金融研究院副院长、《中国银行业》上市银行年报研究小组组长，新浪财经、新华网思客、今日头条等专栏作家。

Dong Ximiao, executive director of Evergrowing Bank Research Institute, visiting researcher of Chongyang financial research institute of Renmin University of China, deputy director of Sina Financial Research Institute, group leader of public bank annual report research group of China Banking Industry, columnist of Sina Finance, Xinhua Net Sike and Today's News. He has been the manager of many commercial bank's head office and subsidiary office and he is well experienced in finance.

变革的基因：移动互联时代的组织能力创新 杨国安、李晓红著

Gene of Reform: Organization Ability Innovation of Mobile Internet Times by Yang Guoan, Li Xiaohong
2016.8

企业持续成功=战略方向×组织能力，移动互联催生企业管理新形态。移动互联提供了换道超车的重大机遇。找到风口，猪就能飞起来吗，飞起来之后会不会很快摔下来？战略和商业模式容易复制，但组织能力却是打赢持久战的关键。作者从组织能力的三角模型出发，以移动互联为时代背景，从战略、人才管理、领导力等多个角度，结合多年来的实际调研和成功案例，给出了如何在移动互联时代持续获得成功。

Corporate Success =Strategy Direction × Organization Ability. Mobile internet hastens the new form of corporate management. Mobile internet provides great opportunity for change and reform. Can the pig fly if we find the wind gap? Will it falls down soon after it takes off? It is easy to copy the strategy and business pattern, but the organization ability is the key. Starting from the triangle model of organization ability and at the background of mobile internet, the author combines many years of actual investigation and successful cases to explain how to succeed in the times of mobile internet from the aspects of strategy, talent management and leadership.

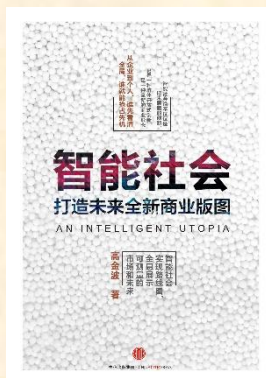
杨国安，世界华人管理大师，“杨三角理论”原创者；腾讯集团高级管理顾问，中欧国际工商学院兼职管理教席教授。李晓红，现任腾讯 CDG 管理咨询部助理总经理。

Yang Guoan, management specialist of the Chinese people, originator of “Yang Triangle Theory”; senior management consultant of Tencent Group and part-time management professor in China Europe International Business School. Li Xiaohong is the associate general manager of Tencent CDG management and consulting department.

智能社会：打造未来全新商业版图 高金波著

Intelligent Society: Forge a Brand New Business Landscape by Gao Jinbo

9787508657141|49.00|2016.6|10,000 copies sold



智能社会实现路线图，全息展示可测量的市场和未来！

智能社会绝不仅仅是技术层面的创新，更是一种群体开放式的思维创新。本书结合全球最新的智能技术、群体开放式创新和市场机制，从消费者和企业两个视角分别绘制了通往智能社会的蓝图，以量化的方式逐一论述了如何使教育、金融、交通、农业、服务业、工业、医疗、智能机器人等领域的“如果”变成现实，如何以渐进的、合作的、自然的方式敲开智能社会的大门。

The route map of intelligent society displays the measurable market and future!

Intelligent society is definitely not only an innovation on the aspect of technology, but also an innovation of group open mind. With the latest global intelligent technology, group open

innovation and market mechanism, this book draws the blueprint of intelligent society from the point of view of customers and companies and discusses how to turn the possibility of education, finance, transportation, agriculture, service industry, industry, medical treatment and intelligent robot into reality and how to open the door of intelligent society in a gradual, cooperated and natural way.

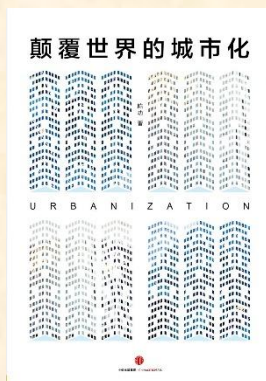
高金波，东方慧润能源信息咨询有限公司联合创始人，公司主要服务中石油、中石化、壳牌等 500 强企业集团。

Gao Jinbo, co-founder of Dongfang Huirun Energy Information Consult limited company and the company mainly provides service for top 500 companies such as China National Petroleum Corporation, Sinopec and Shell.

颠覆世界的城市化 陈功著

Urbanization Changes the World by Chen Gong

9787508658599|36.00|2016.3|20,000 copies sold



城市化如何成为现代人痛苦的根源

本书通过长周期视角的追踪，观察上千年以来世界城市化浪潮与资本过剩、金融危机的相互关系，并在此基础上推导出“危机三角”模型。书中内容对当前全球陷入的资本过剩危机从战略而非战术层面做出了严肃预警，对各国政府竞相推动城市化的做法乃至发展经济学的目标提出了质疑，提出走出资本困境的几个解决方案设想，具有超前的思维和视野。

How does urbanization make people suffering? Through a long term trace, this book discovers the relationship between the urbanization and excess capital and financial crisis and based on that provides the “crisis triangle” mode. This book makes a serious alarm about the global

excess capital crisis on the strategy aspect but not on the tactics aspect and remains doubtful about the action that governments are trying to promote the urbanization and the purpose of developing economics. This book also provides some solutions for overcoming the capital difficulty. The author has an advancing mind and view.

陈功，邦咨询创始合伙人，首席研究员。著有《马航 MH370 失联十七天》《信息分析的核心》等。

Chen Gong, partner and chief researcher of Bang Consulting Company. He is the author of *17 Days of Lost Connection with Malaysia Airline MH370* and *The Core of Information Analysis*.

财富信仰 朱小黄著

Wealth Belief by Zhu Xiaohuang

9787508658315|48.00|2016.3|10,000 copies sold



通过对各种社会现象的剖析，考察国人与财富的关系，重构社会财富观念，对财富的获取亦有充满真知灼见的观点与建议

当下中国，贫富发展的不平衡及价值导向失序，使得炫富、仇富等由财富引发的公共事件时有发生。本书聚焦财富与信仰问题，深挖中国财富问题的根源，探讨市场与效率、主义与公平问题，通过对各种社会现象的剖析，考察国人与财富的关系，重构社会财富观念，对财富的获取亦有充满真知灼见的观点与建议。

This book discusses the relationship between people and the wealth and reconstruct the social wealth concept through the analysis of various social phenomena. It has insights and suggestions about the gaining of the wealth.

朱小黄，中国中信集团有限公司监事长，高级经济师，经济学博士，国务院政府特殊津贴获得者。

Zhu Xiaohuang, supervisor of CITIC Group, senior economist, Doctor of economics and he enjoys the special allowance of the State Council.

新消费升级 林左鸣著

New Consumption Upgrade by Lin Zuoming

9787508659435|49.00|2016.3|15,000 copies sold



联系中国社会消费领域的新现象言说当下，观测未来。

《新消费升级》以“将大众消费作为中国经济新主牌”为出发点，以通俗活泼的写法，论述了“衣、食、住、行”作为长期以来的大众消费第一梯队该如何转型升级，“医疗、教育、娱乐、养老”作为接力的大众消费第二梯队该如何创新发展。

This book connects with new phenomena at China's social consumption field to predict the future. Starting from “making the mass consumption to become the new trump of China's economy”, *New Consumption Upgrade* discusses how the “basic necessities of life”, the first layer of mass consumption should transform and upgrade and how the second layer of mass consumption, “medical, education, entertainment and health care for the aged” should

innovate and develop.

林左鸣，福建漳州人，北京航空航天大学管理学博士，长江商学院 EMBA，连续四年被评为中国最具影响力的 50 位商界领袖之一。

Lin Zuoming, born in Zhangzhou, Fujian Province is the doctor in management in Beijing University of Aeronautics and Astronautics and EMBA of Cheung Kong Graduate School of Business. He was selected for 4 years as one of the top 50 influential business leaders in China.

众媒时代 腾讯传媒研究院著

Mass Media Era by Tencent Media Research Institute

9787508657936|52.00|2016.2|15,000 copies sold



一本真正透析未来内容业趋势与走向的洞察之作，

海量数据+海外观察+腾讯创新案例，与你一同走进“众媒时代”。

我们正彻头彻尾地进入一个内容分发的全新时代！我们称之为“众媒时代”。

在新时代里，传统媒体的生存方式被彻底瓦解，Facebook、苹果、Google 巨头入侵，虚拟现实、无人机、可穿戴设备暴风来袭，内容业被裹挟进技术、资本、平台的多重博弈中。谁能苟活？谁在转型？谁注定被淘汰？！

This book can actually predict the trend and direction of the content industry in the future, And with massive data, abroad discovery and Tencent innovation cases, it will company with you to enter the “mass media era”.

We are now completely entering new times of content distribution! We call it the “mass media era”. In the new era, the living method of traditional media is totally disorganized, Facebook, Apple and Google intrude the market, Virtual reality, unmanned aerial vehicle and wearable equipment are coming, The content industry is swirled into the game among technology, capital and platform. Who can survive? Who is transforming? And who is doomed to be left out?!

腾讯传媒研究院，国内互联网媒介研究第一机构。

Tencent Media Research Institute is the first domestic internet media research institute in China.

智能时代：大数据与智能革命重新定义未来 吴军著

Smart Era: How Big Data and Intelligent Revolution define our future by Wu Jun

9787508663814|68.00|2016.8|20,000 copies sold



《浪潮之巅》作者最新作品，机器智能必读作品。

大数据和机器智能的出现，对技术发展、商业和社会都会产生重大的、全方位的影响。

首先，在过去被认为非常难以解决的问题，会因为大数据和机器智能的使用而迎刃而解。同时，大数据和机器智能还会彻底改变未来的商业模式，很多传统的行业都将采用智能技术实现升级换代，同时改变原有的商业模式。

It is a must read book on machine intelligence wrote by Wu Jun the bestseller author of *On top of tides*. Big data and machine intelligence are making big differences on both technology, commercial business and our society. The past considered difficult problems are smoothly solved. It will change our future commercial model completely. Thus, many traditional

industries will change the original business model and be realized by using smart technology.

吴军博士，2010年加盟腾讯公司，出任负责搜索和搜索广告的副总裁。2012-2014年到谷歌，领导计算机自动问答项目。

Doctor Wu Jun, joined Tencent in 2010 as the vice-president of search and search advertising, 2012-2014 worked in google as a leader of computer question-answering project.

大国战略 王缉思著

Super Power Strategy by Wang Jisi

9787508658940|69.00|2016.4|10,000 copies sold



回首 60 年外交历程，看懂政治变迁背后的大国博弈

《大国战略》汇聚了王缉思多年来在国际战略探索方面的成果精华，从中国的国际战略回顾到中美两国之间的关系分析，从统观美国发展强大的历史原因到评说 30 年来的世界政治变迁，从中国新地缘战略的再平衡到当下国际环境的新趋势，从美国的大战略启示到未来的强国外交之路……

Through looking back on 60-year diplomatic experience, we would have a better understanding of the super power game behind political vicissitude. *Super Power Strategy* gathers Wang Jisi's years of achievements in the exploration of international strategy, including contents from a review on China's international strategy to an analysis of Sino-

American relations, from a comprehensive view of the historical reasons for America's development to a super power to a comment on world political vicissitude over the past 30 years, from China's new geo-strategic re-balance to the current new trends in the international environment, from the enlightenment on America's Grand strategy to future diplomacy.

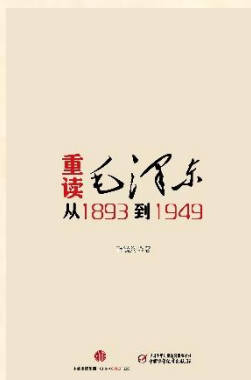
王缉思，北京大学国际战略研究院院长，北京大学国际关系学院教授。

Wang Jisi, is the dean of the Institute for International Strategy Studies, Peking University, and a professor of School of International Studies, Peking University.

重读毛泽东，从 1893 到 1949 韩毓海著

Rereading Mao Zedong: from 1893 to 1949 by Han Yuhai

978751483129|69.00|2016.6|40,000 copies sold



畅销书作者、“2014 中国好书”获奖者韩毓海，继《一篇读罢头飞雪，重读马克思》后，在波澜壮阔的中国改革与革命史诗中动情还原一代伟人——毛泽东。

《重读毛泽东》为我们提供了一部波澜壮阔的中国改革与革命的史诗，奉献了一部记叙中华民族前赴后继、英勇奋斗光辉历程的经典。作者以精美的文字和深邃的思想穿透力叙述了这位打通了中国的脉络，使大道运行其中的伟人。

After the publication of *Rereading Marx: Hair Turning White after the First reading*, Han Yuhai, a best-selling author, the winner of “2014 Chinese best books”, emotionally revivifies Mao Zedong, the great man, in the magnificent epic of China's reform and revolution. *Rereading Mao Zedong* provides us with a magnificent epic of China's reform and revolution, and

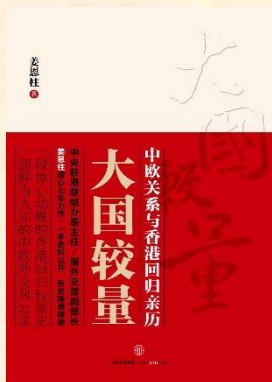
represents a classic which records the successive heroic and glorious struggles of the nation. With fine words and deep ideological insight, the author narrates the legendary life of this great man who unchoked China's context so as to make it back on track.

韩毓海，北京大学中文系教授，著有《五百年以来谁著史》《一篇读罢头飞雪，重读马克思》。

Han Yuhai, is a professor of Department of Chinese Language and Literature, Peking University and the author of *Who Writes History since Five Hundred Years*, *Rereading Marx: Hair Turning White after the First reading*.

大国较量：中欧关系与香港回归亲历 姜恩柱著

Great-power Confrontation: a Witness of Sino-EU relations and Hong Kong's return to China by Jiang Enzhu
9787508663104|68.00|2016.7|10,000 copies sold



外交部原副部长、原中央驻港联络办公室一把手姜恩柱著作，一段惊心动魄的香港回归较量史，一部鲜为人知的中欧外交风云录！作者在本书中将自己几十年的对欧外交工作细说从头，围绕中欧关系、中英关系、香港回归等重大事件，对历史事件许多鲜为人知的细节进行了揭秘和解读。

This book is created by Jiang Enzhu, the former Deputy Minister of Foreign Affairs and the leader of Central Liaison Office to Hongkong, telling a thrilling contesting history of Hong Kong's return and recording the little-known Sino-EU diplomatic situation. In this book, based on his own experiences of diplomatic work for several decades, the author uncovers and interprets ample little-known details of historical events around Sino-EU relations, Sino-

British relations, the return of Hong Kong and other major events.

姜恩柱，资深外交官，历任我国外交部副部长、驻英国大使、中央驻香港工作机构新华社香港分社社长。

Jiang Enzhu, a senior diplomat, once successively served as Deputy of Minister of Foreign Affairs, Ambassador to the UK, and the president of the Central Xinhua News Agency to Hong Kong.

斗而不破：新型大国关系与中美博弈 周文重著

Fighting Without Splitting Up: New-type Great-power Relations & Sino-American Game by Zhou Wenzhong
2016.10

一部关于 20 世纪 80 年代到 21 世纪初中国与美国的外交风云录，揭秘大国交锋与较量。

《斗而不破：新型大国关系与中美博弈》围绕中美关系、中美在全球事务中的角色，对中美之间大量鲜为人知的博弈细节、大国之间的交锋和较量进行了揭秘和解读。回顾过去，立足现在，着眼未来，以发展的视角看待新形势下的国际关系与大国博弈。是难得的外交通俗读物，对外交工作者也是一部可贵的参考书。

This is a book about Sino-American diplomatic situation from the 1980s to the early 21st century, which demystifies the contest and confrontation between great powers.

Around Sino-American relations, and the roles that China and America play in the global affairs, this book uncovers and interprets a large number of little-known details of the game between the US and China, and the contest and confrontation between great powers. Looking back to the past, based on the present and looking forward the future, this book views the international relations and great power game in the new situation from the perspective of development. It is a rare popular book on diplomacy and a valuable reference book for diplomats.

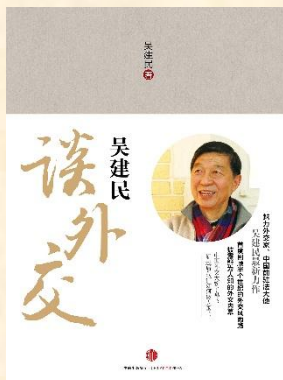
周文重，资深外交家，前中国驻美大使，现任第十二届全国政协常委、博鳌亚洲论坛秘书长。

Zhou Wenzhong, is a senior diplomat, the former Chinese ambassador to the United States, the current member of the twelfth CPPCC Standing Committee, and Secretary-General of the Boao Asian Forum.

吴建民谈外交 吴建民著

On Diplomacy by Wu Jianmin

9787508654997|58.00|2015.11|20,000 copies sold



吴建民生前唯一一外交生涯回忆作品，回望半个世纪外交风雨路，坦承外交官的得失心路。在本书中，吴建民大使对 50 余年的外交生涯进行了回顾与总结，阐述了对中国外交格局的深度思考，详述了做大国应有的心态与胸怀。吴建民作为中国驻联合国首批外交人员，拥有 25 年驻外经历，在联合国工作近 10 年。通过细数自己丰富的外交阅历，吴建民展现了一位智者的心路历程，以及我国外交工作中的苦与乐。

This book is the only memoir of Wu Jianmin about his diplomatic career during his lifetime, in which Mr. Wu retrospects his diplomatic course full of ups and downs over half a century, and confesses his spiritual journey of gains and losses as a diplomat.

In *On Diplomacy*, Wu Jianmin, the Ambassador has made a review and summary on his 50-year diplomatic career, elaborated his reflection on the pattern of China's diplomacy, and elucidated the mentality and mind that a strong country should boast. As one of the first batch of Chinese diplomats to the United Nations, Wu Jianmin had 25 years of diplomatic experience, and had worked for nearly 10 years in the United Nations. By retrospecting his own rich diplomatic experiences, Wu Jianmin shows readers a sage's spiritual journey, and pains and joys in China's diplomatic work.

如何做大国：世界秩序与中国角色 吴建民著

World Order & China's Role by Wu Jianmin

9787508658223|58.00|2016.4|10,000 copies sold



资深外交家吴建民最新力作！探讨中国和平崛起、大国担当的必读书！

中国正在迅速融入世界，但世界对中国的了解却远远不够。从旁观者到参与者，再到世界秩序的塑造者，中国的角色转变引发了全球热议。如何消除别国的疑虑，顺利实现和平崛起？如何在经济地缘外交上准确定位，承担起一个大国的担当？吴建民针对世界热点问题和国内外重大事件予以剖析点评，对世界秩序下的中国角色表达了一个资深外交家的深刻洞见。

It is the latest masterpiece of Wu Jianmin, a senior diplomat, and a must-read for the exploration on China's peaceful rise and how China acts as a responsible country.

China is rapidly integrating into the world, but the world's understanding of China is far from enough. From a bystander to a participant, to the creator of world order, the shift of China's role triggered a heated debate all over the world. How to eliminate the doubts of other countries? How to smoothly achieve a peaceful rise? How to find its proper position in the economic and geographical diplomacy? How to act as a responsible country? All the above-mentioned issues attracted Mr. Wu's attention. Wu Jianmin had made dissections and comments on the world's hot issues and major events at home and abroad, and expressed his own profound insight on China's role in the system of world order.

吴建民，资深外交家。曾任毛泽东、周恩来、陈毅等老一辈国家领导人的翻译；中国驻联合国第一批代表团工作人员。

Wu Jianmin, is a senior diplomat, the former translator for Mao Zedong, Zhou Enlai, Chen Yi, and other older-generation national leaders, and a member of the first group of Chinese delegation to UN.

平衡木上的中国 熊易寒著

China on the Balance Beam by Xiong Yihan

9787508658711|32.00|2016.3|10,000 copies sold



新百家文丛系列——用思考记录我们的时代。

发展之道，在于共享；治理之道，在于平衡。

本书聚焦当代中国的阶层问题与国家治理。改革开放以来，中国社会变得日益多元化，私人利益和群体性的利益表达逐步获得正当性，市场和社会从国家的身影下成长起来，未来或可比肩而立。如果说改革开放前三十年，中国处在经济增长的快车道，可以大胆地变道超车；而当下的中国已然置身于平衡木之上，必须超越左右，整合各方，以制度化的方式平衡公共利益与私人利益，在殊异乃至冲突的利益诉求中寻找公约数。

Recording our times by thinking.

The way of development lies in sharing; likewise, the way of governance resides in balance.

This book is focused on contemporary Chinese class issues and national governance. Since the reform and opening up, Chinese society has become increasingly diversified, private interests and sectional interests gradually gain legitimacy, and market and society have grown up in the nation's shadow, or may stand shoulder to shoulder with the country in the future. If we believe that in the first 30 years of the reform and opening up, China was located in the fast lane of economic growth, and it could bravely change its lane and surpass other vehicles, then currently, China has already been on the beam balance, where it must go beyond the left and right, integrate all aspects, seek a balance between public interests and private interests through an institutionalized way and search for the common benefits among the special or even conflicting interest demands.

熊易寒，复旦大学国际关系与公共事务学院副教授、博士。主要研究方向为政治社会学和比较政治学，主要关注城市新移民问题、地方治理、收入不平等和族群冲突。

Xiong Yihan, is a Doctor, associate professor of School of International Relations and Public Affairs, Fudan University. His main research fields include political sociology and comparative politics, and main focuses lie in issues about new urban immigrants, local governance, income inequality and ethnic conflict.

醒狮之困 陈建奇著

The Awakening Lion's Predicament by Chen Jianqi

9787508655123|38.00|2016.4|10,000 copies sold



新百家文丛系列——用思考记录我们的时代。

中国经济面临国内转型升级和国际经济秩序受制于人的外界压力，中国面临“醒狮之困”。本书以金融危机以来中国经济出现的新现象为素材，阐释国际经济环境中全球分化及宏观经济层面风险上升的新常态。同时，探讨创新调控模式的宏观政策体系建构，注重国际规则创新为重点的对外经济战略布局。中国的大国崛起将向世人展示大国实力的又一次较量，人类将见证世界格局的再次变迁，世界发展也将注入中国元素。

Recording our times by thinking.

Currently, China's economic development is facing huge external pressure from its economic transformation and upgrading at home and manipulated international economic order, which makes China confront with "the Predicament of an Awakening Lion". Taking the newly emerging phenomenon of Chinese economy since the financial crisis as creating materials, this book elaborates the new normal of global divergence and the ascending risks at macroeconomic level under the international economic environment. At the same time, it

explores the establishment of macro policy regulation system in the model of innovative regulation and lays much importance to the foreign economic strategic layout centered on innovations of international rules. The rise of China's great power will show the world another contest between great power's strength, making mankind once again witness the shift of world situation, and inject Chinese elements into the development of the world.

陈建奇，经济学博士、博士后。现任中共中央党校国际战略研究所世界经济室副主任，北京大学人力资本与国家政策研究中心研究员、北京大学国家发展研究院中国宏观经济研究中心特约研究员。

Chen Jianqi, is Doctor of Economics, Postdoctoral, Vice Director of World Economy Lab, Institute for International Strategy Studies, CPC Central Party School, a researcher of Human Capital and National Policy Research Center, Peking University, and a Contract Research Fellow of Chines Macroeconomics Research Center, Institute of National Development, Peking University.

走出发展的陷阱 黄少卿著

Out of Development Trap by Huang Shaoqing

9787508658209|48.00|2016.4|10,000 copies sold



新百家文丛系列——用思考记录我们的时代。

探寻走出“发展陷阱”的可行之道。

中国经济发展“两头冒尖”的状况自进入新世纪以来日益突出：一头是骄人的经济增长表现；另一头是严重的腐败、大范围的环境污染、危及社会稳定的收入分化。本书运用经济学分析框架，剖析这种两头冒尖式“发展陷阱”的成因，并且从制度变革和国家治理体系建设的角度，探寻走出发展陷阱的可行之道。

Recording our times by thinking.

This book is aimed at exploring a feasible way to get out of “development trap”.

Since the entry into the new century, China's economic development increasingly represents a kind of situation of “out-performance at both ends”: one is the impressive economic growth; the other is the serious corruption, large-scale environmental pollution, and income differentiation endangering social stability. This book employs theory of economics to analyze economic framework, dissect the causes of such a “development trap”, and explore a feasible way to get out of the “development trap” from the perspective of institution reform and establishment of national governance system.

黄少卿：经济学博士，上海交通大学安泰经济与管理学院副教授，曾任职中欧国际工商学院民营企业研究中心。主要研究领域：政治经济学、发展经济学、产业经济学、中国经济。

Huang Shaoqing, is Doctor of Economics, Associate Professor of Antai School of Economics and Management, Shanghai Jiaotong University, once serving in private enterprise research center of CEIBS. His main research areas include political economics, development economics, industrial economics and Chinese economy.

大争之世：战国 孙皓晖著

An Era of Contentions: Warring States by Sun Haohui

9787508664293|32.00|2016.8

大争之世，多事之时；凡有血气，皆有争心！听《大秦帝国》作者孙皓晖讲述不一样的战国故事

《大争之世》是关于战国时代与人物的历史随笔。其一讲战国兴亡论，对秦统一前韩、赵、燕、魏、楚、齐六国的兴亡，做出简要而不失精到的再现与反思。其二讲战国人物论，围绕战国时期极具风华的人物，描写战国“布衣士人”的独有风貌。两部分内容体现出作者不同于定论的历史视角，对中国文明的核心精神给出准确且适时的叙述。

Events happen during an era of contentions; all people with moral integrity, courage and uprightness are willing to contend. Come and enjoy Sun Haohui's (the author of Great Qin Empire) narration of the distinctive stories about the Warring States.

An Era of Contentions is a collection of historical essays the Warring States and its people. In part one it tells the views on the rise and fall of Warring States, making a brief but precise representation of and reflection on the rise and fall of the six nations including Han, Zhao, Yan, Wei, Chu, Qi before the unification of Qin. In part two, it narrates the view on people of the warring states, describing the style and feature of "common Scholars" around those celebrities with elegance and talent in the period of warring states. Both parts reflect the fact that the author had given an accurate and timely narration about the core spirit of Chinese civilization from a historical perspective different from the former final conclusion.

中国原生文明启示录 孙皓晖著

An Apocalypse from Chinese Native Civilization by Sun Haohui

9787508664316|168.00|2016.8

我们民族整个世界观的根基，不在任何别的时代，而是埋藏在原生文明时代。

这是一本理清中国前 3000 年文明史的书。3000 年，华夏族群历经了 7 大时代——五帝时代、夏、商、周、春秋、战国、秦帝国。作者经十数年研究思索，细致梳理秦帝国之前中国历史的 7 大历史性跨越，总结出中国民族 5 大生存经验。直面争议，推崇法家，批判儒家文化霸权，指出中国文明的强大与不朽，不在变形的末端，而在雄厚的原生时代。

The whole world view of our nation is rooted in the age our native civilization, rather than any other times.

This is a book which sorts out the history of Chinese civilization during the former 3000 years. Over the past 3000 years, China has gone through seven major eras: the era of five dynasties, Xia, Shang, Zhou, Spring and Autumn, Warring States Period, the Qin Empire. After decades of research and speculation, the author meticulously combed through the seven historic leap in Chinese history before the Qin Empire, and summarized the five surviving experiences of Chinese nation. Facing controversy, this book praises highly legalism, criticizes the hegemony of Confucianism, and points out that the strength and immortality of Chinese civilization lies in the strong native era rather than the deformed end.

孙皓晖，曾任西北大学法律系教授，现任西北大学特聘教授、秦文明研究院院长。历时十六年，创作小说《大秦帝国》。

Sun Haohui, is the former professor of Department of Law, Northwest University, the incumbent distinguished professor of Northwest University, and the president of Qin Civilization Institute. Once he spent 16 years completing the creation of *Great Qin Empire*.

中国文化的命运 梁漱溟著

The Destiny of Chinese Culture by Liang Shuming

9787508660462 | 38.00 | 2016.5 | 100,000 copies sold



中国文化的命运，也是我们每个人的命运；梁漱溟先生尘封七十年遗稿首次呈现，理解中国的珍贵读本。本书主要围绕中国文化的根本精神及其对中国人的民族性格塑造的影响展开，并用中西比较的视角，观察两种文化的根本不同，梁先生几十年前的见解远超今人庸论。本书可为理解中国和中国文化提供一个有价值的珍贵读本。

The destiny of Chinese culture is closely linked to the fate of each of us. It is the first presentation of Mr. Liang Shuming's posthumous manuscripts which have been locked for seven decades, and a valuable chrestomathy for readers to understand China. This book starts its narrative surrounding the fundamental spirit of Chinese culture and its influence on the shape of Chinese people's national character, and observes the fundamental differences

between Chinese and western culture through a comparative method. Mr. Liang's understanding on Chinese culture decades ago is still much more far-reaching than that of people today.

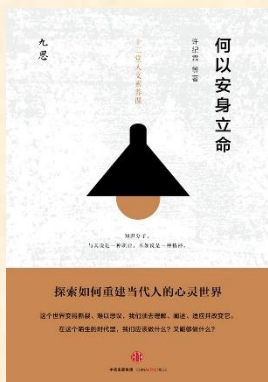
梁漱溟，中国现代著名的思想家、哲学家、教育家、社会活动家，现代新儒家的早期代表人物之一，有“中国最后一位儒家”之称。

Liang Shuming, is a famous modern Chinese thinker, philosopher, educator, social activist; one of the early representatives of modern Neo-Confucianism, known as “the last confucianist in China.”

何以安身立命 许纪霖著

How to Settle down Spiritually by Xu Jilin

9787508662565 | 39.00 | 2016.8 | 10,000 copies sold



12 堂人文素养课 重建当代人的心灵世界。

本书是许纪霖先生与众位学者的谈话集，十二场对话如同人文素养课，分四个层次对我们每一个人如何在这个时代安身立命进行了探讨：一、如何面对自己？找到面对死亡、信仰和文化环境的方法。二、如何看待中国：新文化运动、中国的思想史。三、如何看待世界：新天下主义、伊斯兰国问题。四、如何面对这个快速变化的时代：教育、科技、网络。让这个时代的年青人找到重建自己内心的方法。

This book is consisted of twelve lessons on humanistic quality helping to reconstruct the spiritual world of contemporary people. It is a collection of conversations between Mr. Xu Jilin and scholars. These twelve conversations seem like twelve lessons on humanistic quality,

telling us to how to settle down spiritually in this era from four levels: first, how to face ourselves and find out methods to deal with death, faith and cultural environment; second, how to see China: New Culture Movement, the history of Chinese thought; third, how to see the world: the new world doctrine, Islam countries; fourth, how to deal with this rapidly changing era: education, science and technology, network.

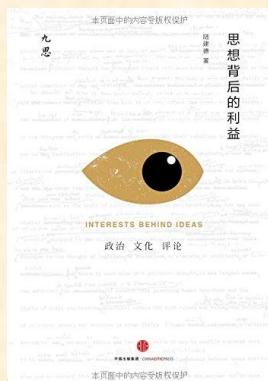
许纪霖，华东师范大学特聘教授、历史系博士生导师。主要从事二十世纪中国思想史与知识分子的研究以及上海城市文化研究，2005 年获得首届中国国家图书馆文津图书奖。

Xu Jilin, is a distinguished professor of East China Normal University, doctoral tutor Department of History. Mr. Xu is mainly engaged in the study of the history of Chinese thought and intellectuals in the 20th century, and city culture of Shanghai. In 2005, Mr. Xu won the first Wenjin Book Award of Chinese National Library.

思想背后的利益 陆建德著

Interest behind Ideas by Lu Jiande

9787508653983|39.00|2015.10|10,000 copies sold



从亚当·斯密到萨义德，看哲人如何把思想变成政治和道德的武器。本书是社科院文学研究所所长陆建德先生，围绕“思想背后存有利益”这一主题，作者不仅分析了伏尔泰、卢梭、亚当·斯密三位 18 世纪著名英法哲人的普世思想，对中国近代知识分子的激进主义思想进行了溯源，而且重点剖析了西方的“自由”观和以伯林为代表的西方思想家。提出了在当今世界，“自由”之歌往往由实力独唱、思想背后可能隐藏着利益驱动等一系列发人深省的问题。

From Adam Smith to Edward Said, this book tells how sages transfer their ideas into political and moral weapon. It is a revised edition with supplements of Interest behind Ideas written by Lu Jiande, the director of the Academy of Social Sciences. Around the theme that there

exist interests behind ideas, the author does not only analyze the universal thoughts of three famous philosophers, namely Voltaire and Rousseau from France, and Adam Smith from British, in the 18th century, makes an attempt to trace back to the source of the ideological radicalism of Modern Chinese Intellectuals, but also emphatically dissects western view on “freedom” and western thinkers represented by Berlin. It puts forward the series of thought-provoking issues that, in today’s world, the song of “freedom” is sung by people with strength, and there may exist hidden profit-driven behaviors behind ideas.

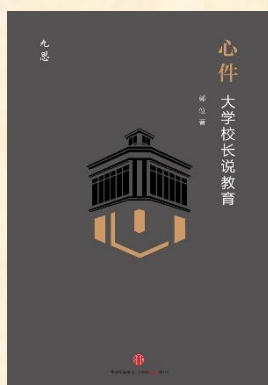
陆建德，社科院文学研究所所长。

Lu Jiande, the director of the Academy of Social Sciences.

心件 郭位著

Heartware by Guo Wei

9787508660981|39.00|2016.5|10,000 copies sold



中国为何没有世界一流的大学？为何缺少顶尖的创新人才？香港城市大学校长观察两岸高等教育，呼吁建设大学的“心件”。香港城市大学校长郭位，将自己近二十年来对国际一流大学的观察与在两岸三地大学的切身体验结合，从多个角度提出了高校建设的专业意见。并提出了自己的核心见解：心件。

Why China has no world-class university? Why China lacks top innovative talents?

The president of City University of Hong Kong appeals to build up “heartware” for universities after an observation on across-strait higher education. Guo Wei, the president of City University of Hong Kong, put forward lots of professional opinions on the construction of universities and colleges from various perspectives by combining his two-year observation on

world-class universities and his personal experience absorbed from universities and colleges in the three geographic areas. Besides, Mr. Guo proposed his own core idea: heartware.

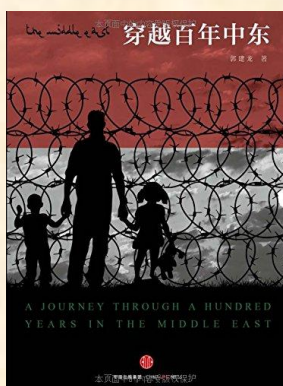
郭位，香港城市大学校长，美国国家工程院院士、中国工程院外籍院士及俄罗斯工程院外籍院士。

Guo Wei is the president of City University of Hong Kong, an academician of the United States National Academy of Engineering, foreign academician of Chinese Academy of Engineering, the foreign academician of Russian Academy of Engineering. As a pioneer of electronic premature aging research, Mr. Guo enjoys a reputation in the aspect of security and reliability research of system.

穿越百年中东 郭建龙著

Across the Middle East over the past 100 Years by Guo Jianlong

9787508657325 | 58.00 | 2016.1 | 30,000 copies sold



用最真实的细节，再现百年中东

本书以游走、研究的方式，讨论了百年中东纷争的来龙去脉。以历史的脉络为经，将中东问题总结为几个大的题目进行分章，穿插以作者的现场观察，以故事的形式再现百年中东的矛盾和冲突。

With the most authentic details, this book presents the Middle East over the past century. It discusses the ins and outs of the disputes in the Middle East over the past century by approaches of field visit and theoretical research. Taking the historical development as the main line, it summarizes issues of Middle East into different parts for description with several major titles and represents the contradictions and conflicts of Middle East over the past century in the form of stories by adding the author's on-site observation.

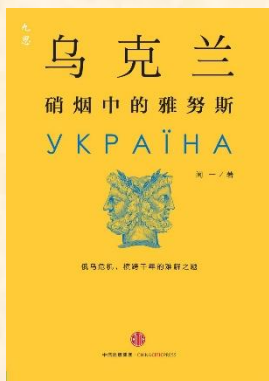
郭建龙，独立作家。曾任《21世纪经济报道》记者，辗转于经济、媒体、探险等各个领域。出版有小说《告别香巴拉》，文化历史游记“亚洲三部曲”：《印度，漂浮的次大陆》《三千佛塔烟云下》《骑车去元朝》。

Guo Jianlong, an independent writer, once worked as a journalist in "21st Century Economy Report", and later shifts in various fields of economy, media, adventure, and so on. Mr Guo has published a novel titled *Farewell to Shambhala* and a travel note on culture and history titled *Asian trilogy: India, the floating subcontinent, Three Thousand Buddhist Pagoda under cloud, riding to the Yuan Dynasty*.

乌克兰：硝烟中的雅努斯 闻一著

Ukraine: Janus Enveloped by Gunsmoke by Wen Yi

9787508657745 | 48.00 | 2016.3 | 10,000 copies sold



看懂俄乌局势必备读本，俄乌纷争研究的开山之作。

本书对在苏联时期和沙皇时期的俄乌关系做了梳理和解读。对当前俄乌局势中的克里米亚问题、天然气问题等做了历史溯源。是国内首部系统阐释乌克兰与俄罗斯纷争历史的学术专著。

It is a must-read for readers to understand the Russia-Europe situation, and the first masterpiece about the research of Russia-Ukraine dispute. This book combs and interprets Russia-Ukraine relations during the Soviet period and the tsarist-era, and traces back to the historical origin of Crimea issue, gas issue, and other issues in the current Russia-Ukraine situation.

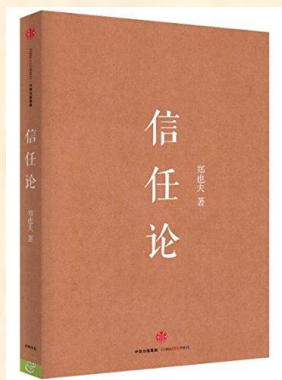
闻一：1937年出生，中国社会科学院世界史所研究员，政府特殊津贴获得者。中联部当代世界研究中心特约研究员，中国青年政治学院特聘教授。毕生研究苏联、俄罗斯历史。主要著作：《俄罗斯通史（1917--1991）》《普京百科》《光荣与梦想——2010，重读俄罗斯》。

Wen Yi, born in 1937, is now a researcher in the Institute of World History of Chinese Academy of Social Sciences, and the winner of government's special allowance. Besides, he is also the distinguished researcher of Contemporary World Research Center of Central Liaison Department, and the distinguished professor of Youth Political College of China. Mr. Wen devotes his whole life to the study of Soviet and Russian history, and mainly published works including *Comprehensive History of Russia (1917-1991)*, *Encyclopedia about Putin*, and *Glory & Dream: 2010, Rereading Russia*.

信任论 郑也夫著

Trust Theory by Zheng Yefu

9787508655239 | 40.00 | 2015.10 | 40,000 copies sold



中国著名社会学专家郑也夫获奖代表作，独具见识、富于想象，用清晰的视野和独立思考构建信任的庞大框架。《信任论》是一部理论社会学著作。本书对信任的分析，从借鉴当代生物学的理论探讨人之本性是利己还是利他开篇，广泛涉及生物学、经济学、历史学、政治学等学科的研究，并且构建了分析信任问题的庞大框架，涉及有关信任的方方面面问题，包括有关信任的起源、定义、功能、载体、现象等。

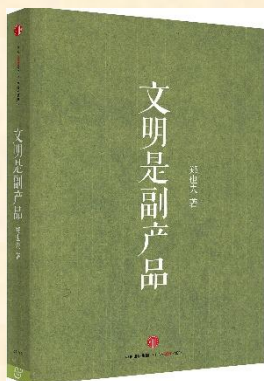
This book is an award-winning masterpiece of Zheng Yefu, a famous Chinese sociologist, in which Mr Zheng constructs a huge framework of trust with his unique insight, rich imagination, clear horizon and independent thinking. *Trust Theory* is a theoretical work of sociology. This book has made an analysis on trust by taking the exploration on the issue

that whether human nature is egocentric or altruistic based on the theory of contemporary biology as the opening chapter, and incorporated extensive researches from biology, economics, history, politics and other disciplines. Besides it has built up a huge framework of analysis on trust issues, which involves all aspects related to trust, including the origin, definition, function, carrier, phenomena, etc. of trust.

文明是副产品 郑也夫著

Civilization as a Byproduct by Zheng Yefu

9787508655024 | 42.00 | 2015.11 | 80,000 copies sold | Korean edition sold



洞察人类生活的基本，破解人类行为的基因。中国著名社会学家郑也夫 22 年酝酿、两年埋头执笔新作。作者用独具见识，富于想象且细致的考辩和大胆的推论，从外婚制、农业、文字、纸张、雕版印刷、活字印刷这些人类早期的最伟大发明，来思考人类文明的产生。人类的文明很大程度上是“副产品”造就的，不是有直接用途的那些东西造就的。人类文化宝库里的大多数东西，没有实际用处，知识含量却大得多。无用之学最后才有大用处。

This book aims at having an insight into the foundation of human life, and cracking the gene of human behavior. Zheng Yefu, a celebrated Chinese sociologist, spent two years putting his back into the creation of this new work with his 22-year meditation.

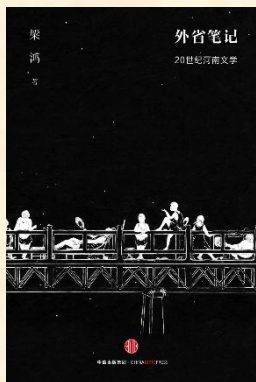
With unique insight, rich imagination, meticulous examination and bold inference, the author expounds the birth of human civilization based on those greatest inventions in the early period of human history, including exogamy system, agriculture, writing system, paper, woodblock printing, typography, etc. these early humans the greatest invention to ponder generate human civilization. To a large extent, civilization is brewed by “by-product”, not by those things with direct usage. In the treasure house of human culture, there is no many useful stuff but there is ample knowledge. The seemingly useless Learning finally finds its uses.

郑也夫，社会学专家。社科院哲学硕士，美国丹福大学社会学硕士。曾任北大教授，中央电视台主持人。

Zheng Yefu, is an expert of sociology. Master of Philosophy of Chinese Academy of Social Sciences, Master of Sociology of University of Denver, a former professor of Peking University, and a CCTV host.

外省笔记：20 世纪河南文学 梁鸿著

Notes on Henan Literature in the 20th Century from the Perspective of Other Provinces by Liang Hong
9787508656922 | 68.00 | 2016.1 | 10,000 copies sold



刘震云、阎连科、李洱……文学豫军如何“中原突破”；探究中原文化的真实、剖析中国当代文化精神的深层危机。本书从“外省”独特的角度对 20 世纪河南文学进行了解读，并对中原的文化特质进行了探索。对 20 世纪河南文学的发展做了全面梳理，并对师陀、刘震云、周大新、阎连科、李洱等河南作家及其作品进行了分别论述。书后附作者与阎连科关于河南文学的精彩对谈。

How literature forces from Henan province including Liu Zhenyun, Yan Lianke, and Li Er etc. can break through the limits of “Central China”? This book is aimed at exploring the truth of the culture of Central China, and dissecting the deep spiritual crisis of contemporary Chinese culture. From a unique perspective of other provinces, this book has made an interpretation on Henan literature in the 20th century, and an exploration on the cultural characteristics of Central China. Besides, it sorts out the development of Henan Literature in the 20th century in an all-round way, and discusses respectively writers from Henan province and their works, including Shi Tuo, Liu Zhenyun, Zhou Daxin, Yan Lianke, Li Er, etc. A wonderful conversation about Henan Literature between Liang Hong and Yan Lianke is attached at the end of this book.

“灵光”的消逝：当代文学叙事美学的嬗变 梁鸿著

Disappearing “Miraculous Brightness”: The Evolution of Contemporary Literature Narrative Aesthetics by Liang Hong
9787508656878 | 58.00 | 2016.1 | 10,000 copies sold



文学评论重返现实主义的启示性范本。与曾经充满“灵光”与“风景”的当代文学再次相遇。本书是著名作家梁鸿的当代文学评论集。从家族小说、女性身份、乡土文学等不同切入点，对中国当代文学做了评述。莫言的高密东北乡、阎连科的耙耧山脉、毕飞宇的王家庄、王安忆的上海胡同那里，都可以感受到“灵光”的存在，它由乡村的尘土、阳光与原野，由生命、神话与历史中折射出来，经过心灵，凝聚为精神的故乡，激发着人类最为深沉的情感悸动。

This book is an apocalyptic model for Literary Criticism’s return to realism, and encounters again the contemporary literature full of “miraculous brightness” and “scenery”.

It is a collection of contemporary literary criticism written by Liang Hong, the celebrated writer, in which the author makes comments on contemporary Chinese literature from different perspectives including family novels, female identity, local literature, etc. “Miraculous brightness” can also be felt in Mo Yan’s Northeast Gaomi Township, Yan Lianke’s mountains of Palou, Bi Feiyu’ Wangjiazhuang village, Wang Anyi’s Shanghai Hutong, and is reflected by dust, sunshine, and campaign in the countryside, life, mythology and history. Processed by the human soul, it has been conglomerated into the hometown of spirit, stimulating human’s most profound emotions.

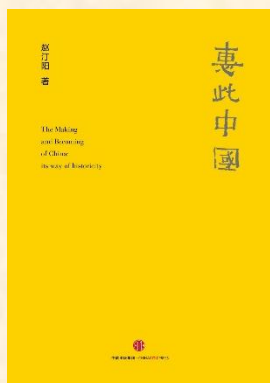
梁鸿，学者、作家。现任职于中国人民大学文学院。曾出版非虚构纪实文学作品《中国在梁庄》《出梁庄记》。也致力于中国现当代文学文化研究、文艺思潮研究。

Liang Hong, scholar and writer, now holds a post in School of Liberal Arts, Renmin University of China, devoting herself to the cultural study of modern and contemporary literature, and literary trend research. she has published non-fiction literary works *China in Liang Village* and *A Record of Going out of Liang Village*.

惠此中国：中国作为一个神性概念 赵汀阳著

Benefiting China: China as a Divine Concept by Zhao Tingyang

9787508661360 | 42.00 | 2016.6 | 10,000 copies sold



时间化为历史，中国内含天下。赵汀阳以旋涡模式解释中国的生长方式。

《惠此中国》一书中，作者提出“旋涡模式”，将中国从商周到清末这几千年的生长方式解释为有着强大向心力的旋涡。这个旋涡的向心运动不断把中原周边各个地方各种文化卷入到一起而成为一体，而这个旋涡本身也因此变得越来越大和强劲，由此形成一个巨大时空。作者引证了大量历史材料和考古学的最新研究成果，重点分析了旋涡形成的原因，认为中国旋涡的核心吸引利来自中国的精神世界。

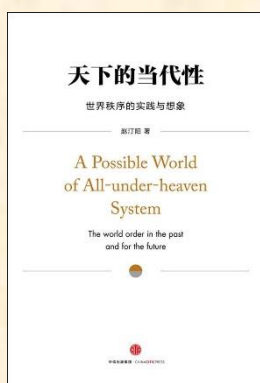
Time becomes history, while China embraces the world. Zhao Tingyang explains the pattern of China's growth in a spiral mode. In *Benefiting China*, the author proposes "spiral model", explaining China's growth pattern from Shang and Zhou Dynasty to the late Qing Dynasty

over the past thousands of years as a spiral with powerful centripetal force. The centripetal movement of this spiral constantly integrates all kinds of culture of all places around the Central Plain into an organic whole, meanwhile the spiral itself therefore becomes larger and stronger, forming a huge time and space. The author has cited a large number of historical materials and the latest findings of archaeological research, and emphatically analyzed the causes for the formation of the spiral, and believes that the core attraction of Chinese spiral derives from China's spiritual world.

天下的当代性：世界秩序的实践与想象 赵汀阳著

A Possible World of All-under-heaven System: The World Order in the Past and for the Future by Zhao Tingyang

9787508657486 | 49.00 | 2016.5 | 40,000 copies sold



赵汀阳十年磨一剑的政治哲学专著 启用中国古老智慧建构未来世界的秩序

《天下的当代性》深入探寻了中国古代“天下”制度的内涵、外延和实践，从政治哲学的角度挖掘其在当前世界现实中的价值并对未来世界展开了预言式的构想。中国周朝创制的天下体系对于古代的经济和技术条件而言过于超前了，并不能充分发挥它的制度优势。而当今世界面对的是互联网技术主导的全球化趋势，这意味着人们正在经历某种意义上的开端时刻和条件——新的规则和制度正在形成，这正是讨论“天下的当代性”的意义和必要性。

Zhao Tingyang has accomplished this political philosophy monograph after 10 years of hard work, employing ancient Chinese wisdom to construct the future world order.

A Possible World of All-under-heaven System goes deeply into the connotation, extension and practice of "world" system in ancient China, digs out its value in the current world reality from the perspective of political philosophy and prophetically visualizes the future of the world. The system of "world" created in Zhou Dynasty of ancient China is excessively precocious in terms of the economic and technical conditions in ancient China, thus it cannot give full play its institutional advantages. However, what the world today faces is the globalization trend leading by Internet technology, which means that people are experiencing the beginning moment and condition in some sense, that is, new rules and systems are coming into being, which also shows significance and necessity to discuss "the world's contemporaneity".

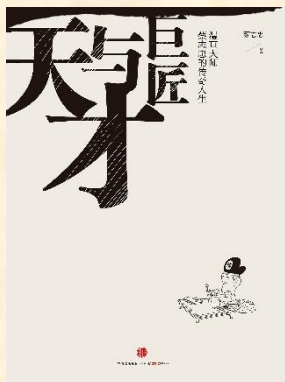
赵汀阳，中国当代哲学家，在欧洲知识界被誉为“中国的哈贝马斯”。

Zhao Tingyang, a contemporary Chinese philosopher, is honored as "China's Habermas" among European intellectuals. Mr. Zhao has written *On Possible Life*, *System of World*, *Fulcrum of First Philosophy* and other works, many of which have been translated into English, French, Korean and other versions and been widespread over the world.

天才与巨匠：漫画大师蔡志忠的传奇人生 蔡志忠著

Genius & Master: Legendary Life of Cai Zhizhong, the Comic Artist by Cai Zhizhong

9787508662947 | 68.00 | 2016.7 | 10,000 copies sold



漫画大师蔡志忠首部亲写自传，独家赠送 300 多幅第一手创作画稿，全面展示蔡志忠的创意心经。《天才与巨匠》（附赠全彩独家蔡志忠创作手稿《我的梦想，我的画》）是著名漫画家蔡志忠首部亲写自传，让我们在分享他的成功与失败的同时，也重新定义自己的人生与选择。

This book is the first pro-written autobiography of Cai Zhizhong, the comic artist, in which he had made a comprehensive presentation of his creative thoughts. Over 300 pieces of his first-hand rough sketches are offered to audience exclusively as gifts.

Genius & Master, to “My dream, my painting”, one of Mr. Cai’s creative full-color manuscripts, was attached, is the first pro-written autobiography of Cai Zhizhong, the celebrated comic artist. When enjoying this book, we would not only share Mr. Cai’s successes and failures, but also re-define our own life and choice.

蔡志忠，第一个打入竞争激烈的日本漫画市场的华人漫画家，“荷兰克劳斯亲王奖”得主，他的动画获“金马奖最佳卡通片奖”，被誉为“漫画界的‘达·芬奇’”。

Cai Zhizhong, is the first Chinese comic artist who has broken into Japanese comic market full of fierce competitions, winner of “Dutch Prince Claus Award”. His cartoon once won “Golden Horse Award for best cartoon”, and he himself is honored as “Leonardo da Vinci in the circle of comics.”

匠人与匠心 李伟等著

Craftsmen and Craftsmanship by Li Wei

2016.8

国内首部记录手艺人的著作，关于历史传承、匠人命运以及不为人知的美好。

《三联生活周刊》对各地的手艺人进行采写，记录他们的生活和技艺，发现传统之美 国内第一部记录手艺人的著作，关于传统手工艺的历史传承，关于匠人的人生命运，关于手艺人在工业和全球化之下的困境，以及他们不为人知的生活和朴素美好的作品。

It is the first book recording craftsman’s stories around historical heritage, the destiny of craftsman and some unknown beauties. “Life Week” has interviewed craftsmen across the country to record their lives and skills, so as to seek the traditional beauties. It is the first book recording craftsman’s stories in China, telling something about historical inheritance of traditional craft, about the destiny of craftsmen, about craftsmen’s predicament against the background of industrialization and globalization, and about their unknown lives and plain but fine works.

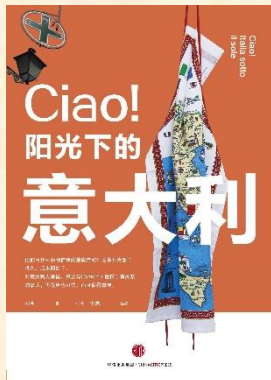
李伟：《三联生活周刊》高级主笔，副主编，入职媒体行业十多年，操作过许多大型深度报道。

Li Wei, a senior writer of “Life Week”, associate editor, has been engaged in media industry for over 10 years, and done many large-scale in-depth reports.

CIAO! 阳光下的意大利 利明著

CIAO! Italy in the Sun by Li Ming

9787508658957 | 42.00 | 2016.8 | 10,000 copies sold



资深导游带你畅游意大利，解读优美风景背后的历史、文化与意大利人。

这是一本讲述意大利风景、文化与意大利人的书。在这本书中，作者根据可操作性最强的经典旅游线路，介绍了米兰、威尼斯、罗马、梵蒂冈、佛罗伦萨、西西里等意大利各地的优美风景，还讲述了这些风景中蕴藏的文化内涵、历史故事以及意大利人的可笑可爱之处。让读者不仅能欣赏意大利的风景，也能看到风景背后的意大利文化与意大利人。

Li Ming, the senior tour guide, leads you to have a nice tour around Italy, and shows you his interpretation on Italian history, culture and people behind the fantastic scenery.

This is a travel book telling Italian landscape, culture and people, in which the author introduces beautiful scenery of Milan, Venice, Rome, Vatican City, Florence, Sicily and other parts of Italy based on the classic tour route with the strongest operability, and talks about cultural connotation, historical stories and some hidden funny anecdotes about Italians contained in those landscapes. Thus, it helps readers not only enjoy the landscape of Italy, but also have a better understanding of Italian culture and people behind the scenery.

利明，专职从事欧洲导游工作十余年，相关阅读积累深厚，对欧洲的历史与现状皆极熟悉。曾为自由撰稿人，为杂志旅游专栏撰写文章，著有旅游文集《从凯旋门出发》，现居法国斯特拉斯堡市。

Li Ming has been working as a tour guide specializing in European section for decades, and accumulated rich reading related European tourism and been extremely familiar with European history and its current situation. Once He worked as a freelance writer to write articles for the tourism column of certain magazine, and had published a travel essay collection *Set out from the Arc de Triomphe*, and now lives in Strasbourg, France.

京剧原来如此美丽 吕东妮著

Charming Peking Opera by Lv Dongni

2016.10

本书用年轻人喜欢的方式和语言来介绍京剧，系统又完整地展现京剧艺术的各个组成部分，二百多幅配图新颖有趣，生动活泼。

This book introduces Peking opera with language and in an approach to young people's taste, and makes a systematic and complete presentation on all components of Peking opera through two hundred pieces of novel and funny pictures, which brings about a vivid and lively effectiveness.

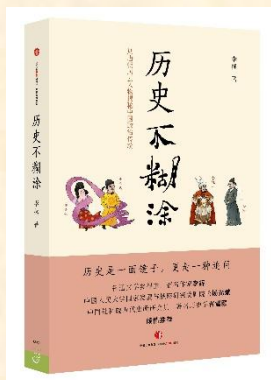
吕东妮，少年离家，出国求学，在纽约麦迪逊“传媒大道”上的广告公司找到第一份工作。回国后，受雇于法国著名奢侈品 LVMH 集团 FENDI 和 THOMAS PINK.担任运营、品牌管理等工作，并参与国产电影大片的市场营销。如今作为自由职业者，继续从事时尚和电影方面的工作。

Lv Dongni, left home at a very young age, went abroad for study, and obtained her first job in an advertising company in Madison "Media Boulevard", New York. After returning to China, she was employed by FENDI and THOMAS PINK of LVMH Group, a famous French luxury brand to do works such as operation and brand management, etc, and participated in marketing for domestic blockbuster movies. Today, as a freelancer, she continues to engage in the work of fashion and movie.

历史不糊涂：唐朝风云人物与中国政治传统 李拯著

Sober-minded History: Celebrities in Tang Dynasty and Chinese Political Traditions by Li Zheng

9787508663777 | 49.00 | 2016.8 | 10,000 copies sold



从 14 张面孔看大唐王朝的兴衰与中国的政治传统，内附精美原创漫画人物书签。

《历史不糊涂》透过 14 位唐代人物（人物群体）来解读唐朝兴衰更替的内在机理，探索中国政治在权谋和霸术表皮之下，更深层次的政治逻辑与权力法则。

This book selected 14 faces to help readers to discern the rise and fall of Tang Dynasty and Chinese political traditions, to which a refined original bookmark of comic characters was attached. *Sober-minded History* attempts to explain the internal mechanism of the rise and fall of Tang Dynasty through 14 figures(groups of people) from Tang Dynasty, and explores the deeper political logic and power rules of Chinese politic under the cover of trickery and Pa operation. Officials can read out power law, and bureaucratic trickery, businessmen and

entrepreneurs can read out the mysteries of human nature enlightenment and management of enterprises, while intellectuals can obtain the warmth and wise of history from the book.

李拯，80 后“怪才”、历史爱好者。钟情于唐史的跌宕起伏并自有一番洞悉与体味。现供职于人民日报评论部。

Li Zheng, is a “maverick genius” born in the 1980s, and an enthusiast of history. Mr. Li is fond of the ups and downs of the history of Tang Dynasty, and forms his own unique insight and taste. Now, he serves in commentary section of the “People’s Daily”.

民国太太的厨房 李舒著

Housewives’ kitchen in the Republic of China 1912-1949 by Li Shu

2016.10

打开民国名人的家门，一窥他们的饮食生活。本书从“美食”这一角度入手，记述民国时代的文学艺术大师们的日常生活。鲁迅总是抱怨北京人不会吃火腿；阮玲玉在生命的最后吃的是一碗加了葱花的阳春面；张爱玲最想念的是代表父爱的香肠卷；赵四小姐为少帅做的那碗烧醉虾；杨步伟反复烧了几十碗鱼翅，终于写出了在美国畅销了半个世纪的中国菜谱……24 个故事，作者多年来的一手采访资料，忠实还原大师们的厨房、餐桌和点心匣子，以及各种饮食趣事。本书配有二十四节气实物菜谱及相关插画。

Open the doors of celebrities’ home in the Republic China, and then we can have a glimpse of their eating habits.

Based on the perspective of “food”, this book narrates the daily life of literary and artistic masters in the Republican period. Lu Xun once always complained that Beijingers are unable to eat ham; Actress Ruan Lingyu ate a bowl of plain noodles added with chopped green onion at the last moment of her life; What Zhang Ailing missed most is the sausage roll which stands for father’s love; Miss Zhao Yidi had cooked a bowl of drunken shrimp for Zhang Xueliang, the junior Marshal; Yang Buwei had cooked scores of bowls of shark fin again and again, and finally wrote the best-selling Chinese recipes in the United States for half a century... 24 stories, along with the author’s first-hand interview materials over the years, faithfully revivifies those masters’ kitchens, tables and snack boxes, and a variety of interesting stories about eating. In-kind recipes and relevant illustrations for twenty-four solar terms are attached to this book.

李舒，复旦大学新闻系硕士，爱八卦，爱历史，爱一切绮丽传奇，微博名@susie 李舒。本书作者李舒，是当下民国历史文化资深研究者，已出版的《山河小岁月》等作品引起广泛关注。

Li Shu, a master of Department of Journalism in Fudan University, loves gossip, history, and all splendid legends. And his Weibo nickname called “@susie Li Shu”.

小家，越住越大 逯薇著

Small House Getting Bigger as You live by Lu Wei

9787508660196 | 58.00 | 2016.6 | 100,000 copies sold | Korean, Complex Chinese edition sold



“万科住宅专家”帮你解决居住烦恼，打造一个精致的家。房子不必大，住好才是家。万科住宅专家逯薇针对居住者们最常遇到的问题以及居住的最大痛点，首次将自己在住宅方面的丰富经验汇集成书。在这本精美的绘本中，她将自己的居住哲学一笔笔画出，加上幽默风趣的文字，让读者一目了然，可以轻松愉快的方式快速掌握家居设计、整理收纳、购置家私等问题的诀窍和要领。

The housing expert from Vanke helps you to solve the housing problems and create an exquisite home. The house does not have to be big, but should make its occupants comfortable. Lu Wei, the housing expert from Vanke, focused on the most common and troublesome living problems, and first wrote her rich experience in residency into a book. In

this beautiful picture book, she drew out her philosophy of living stroke by stroke, coupled with humorous wording. Readers can learn in a pleasant and easy way the techniques of designing houses, organizing articles, and purchasing furniture.

逯薇，万科广深区域副总建筑师，从事住宅研发 13 年，绘制超过 2000 张户型图，参与过 15 万套以上精装修住宅设计。

Lu Wei, Vanke Deputy Chief Architect of the Guangzhou-Shenzhen area. She has been engaged in residential development for 13 years, drawn more than 2000 size charts, and involved in the design of more than 150,000 sets of buildings with refined decoration.

没完没了的好时光 曾焱冰著

Endless Good Old Day by Zeng Yanbing

9787508660370 | 49.80 | 2016.5 | 30,000 copies sold



《爱就是在一起，吃好多好多顿饭》姊妹篇。以鲜花、美食和用心的陪伴来表达生活中的爱意。《没完没了的好时光》延续了《爱就是在一起，吃好多好多顿饭》的精髓，以一种全新的角度，面对一日三餐，布置餐桌，以鲜花、美食和用心的陪伴来表达生活中的爱意。我们坚信，生命之所以美好，正是因为可以去感受那些细小而又美妙无比的时刻。我们需要不断庆贺眼前的美好，方得以无畏前行。

Companion volume of *Love is Being Together, Eating Many Meals*. The book expresses the author's love for life with flowers, food and companionship.

This book continues to express the ideological essence of *Love is Being Together, Eating Many Meals*. It takes on a new perspective towards everyday three meals, and table

setting, expressing love for life with flowers, food and companionship. We firmly believe that the beauty of life lies in the possibility of feeling those small but wonderful moments. We need to constantly celebrate the happy hours at the present, so as to give us courage to move on fearlessly.

曾焱冰，资深媒体人，VOGUE China 编辑部主任，餐桌造型师。热爱鲜花、美食、餐桌艺术和一切美好的东西。Zeng Yanbing, senior media person, director of VOGUE China editorial department, and table setting stylist, who loves flowers, delicious food, table art and other good things.

那些生活中最重要的小事儿 杨冰著

Most Important Trivial Things in Life by Yang Bing

9787508657547 | 39.00 | 2016.2 | 30,000 copies sold | Korean edition sold



本书用清新的文字、唯美的照片和可爱的插图诠释了那些生活中不起眼但却美好的“小事儿”。旅行选择住在民宿而非酒店、逛逛菜市场发现一个城市的可爱、用新学会的菜谱为家人做一顿早餐、坐上几个小时的车去拜访一家私立美术馆，那些看似平淡的小事儿实际上是开启幸福生活的智慧，作者用更贴近生活的态度，更加诚恳的思考，带领读者去审视日常的美好。其实发现理想的生活方式很容易，认真过好每一天，才能享受生活，平平淡淡的滋味儿才是生活的味道，本书带你一同去感受生活中这些“最重要的小事儿”。

The book uses refreshing words, beautiful photos and lovely illustrations to interpret those humble but beautiful trivial things. Those seemingly dull things such as living in houses rather than hotels, finding the beauty of a city by strolling in the market, cooking breakfast for the family with a new recipe, spending hours traveling to a private art gallery, are actually the wisdom for starting a happy life. The author takes an attitude that is closer to life, and applies more sincere thinking, to lead readers to look at the beauty of common life. In fact, it is easy to find the ideal way of living, which is to live every day earnestly so as to enjoy life. Blandness is the real taste of life. The book takes you to experience the ‘most important trivial things’ in life.

我在北京的一天 杨冰著

My Day in Beijing by Yang Bing

9787508660370 | 45.00 | 2016.8

吃火锅、看京戏、听相声

北京最美的风景

在人们每一天生活的日常

本书以一个旅行者的一天来介绍北京。从早上七点钟逛胡同、吃早餐，到晚上看京戏、听相声，吃大排档，在填色的过程中认识了一个城市的文化和历史，具有丰富的文化性和趣味性。

Eating hot pot, watching Peking opera, listening to crosstalk.

The most beautiful scenery in Beijing existing in people's daily lives.

The author introduces Beijing from the perspective of a traveler, who wanders along the alley and eats breakfast at seven in the morning, and then watches the opera, listens to crosstalk, and eats at the stalls in the evening. In this interesting yet educational process of coloring, the culture and history of a city is understood.

杨冰，伦敦切尔西艺术设计学院，文学硕士学位，本科建筑学学士。从事艺术管理，策展人，经营旅行专栏，自由插画师。

Yang Bing, gained Master's Degree at Chelsea College of Art and Design in London, Bachelor's Degree of Architecture. She is engaged in arts management, manages a travel column, and is a freelance illustrator.

装得下生活的器物 李若帆著

Wares: Containing Life by Li Ruofan

9787508659732 | 49.00 | 2016.6 | 10,000 copies sold



雕刻时光、失物招领创始人与 16 位日本生活工艺家的相遇。日本生活工艺代表、陶作家安藤雅信作序推荐。本书作者选取了我们熟知的日本 16 位有代表性的生活工艺家（如陶艺家、织物家），通过与他们的相识相交，讲述其创作和生活。既满足了读者对于有品质的生活器物的认知和追求，也向读者传达了日常器物背后包含的作者的心意，以试图建立人们与器物之间更长久、更美好的关系。书中还有如何保养不同材质器物的方法，具有实用性。

The encounter between founder of Sculpting Time, and Lost and Found with 16 Japanese craftsmen. Representative of Japanese craftsman, potter Masanobu Ando wrote a preface as recommendation. The author selected 16 well-known representative Japanese craftsmen

(such as potters and textile weavers), and revealed their creating life and daily activities after getting acquainted and understanding the craftsmen. This book not only helps readers to recognize and pursue quality artifacts in life, but also conveys the producers' intention behind the common articles, so as to build a longer and better relationship between people and the artifacts. The book also contains methods for taking care of wares of different materials, which are very practical.

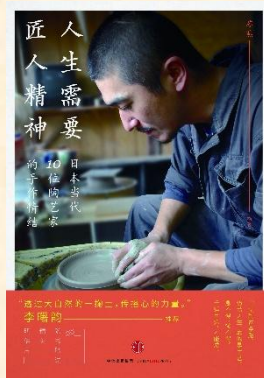
李若帆，雕刻时光咖啡馆、失物招领家居店创始人。微博@李若猫。

Li Ruofan, founder of Sculpting Time Cafe, and Lost and Found Furniture Shop. Microblogging @ Li Ruo Cat.

人生需要匠人精神 苏燕著

Life Requires Craftsmanship by Su Yan

9787508658261 | 49.00 | 2016.3 | 20,000 copies sold



本书寻访日本当代 10 位陶艺家，走进他们的陶艺工坊，聆听他们的创作历程，体味他们的匠人精神。他们隐居在山村，过着真正清心寡欲的生活，在宁静的工作室里日复一日地重复着制陶工作。然而在这貌似恒常的创作中，打动人的正是他们勇于创新、坚持手作、不断进取等朴素而令人敬佩的匠人精神。透过这本书，不仅能邂逅工艺之美，更能遇见那隐藏在陶瓷背后的匠人之心。

The author visited ten contemporary Japanese potters, went into their pottery workshop, listened to their creating process, and savored their craftsmanship. They have been living serene and ascetic lives in villages, repeating the pottery making procedures day after day.

However, in this seemingly dull creating process, it is their innovation, insistence and progression that impress everyone. Through this book, not only can readers encounter the beauty of craftsman, but they can also understand the craftsmanship hidden behind the pottery.

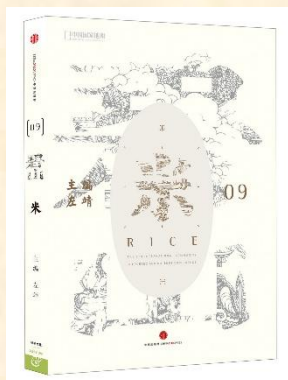
苏燕，现任《美好家园》杂志主编，涉足媒体行业近 20 年。曾先后在《时尚伊人》《时尚家居》《缤纷 space》《时尚财富》《淑媛》等多本时尚、生活方式、设计类杂志任职。

Su Yan, the current editor of magazine Better Homes. She has been working in the media industry for nearly 20 years. She had worked for multiple magazines on fashion, lifestyle and design, including Cosmopolitan, Home Fashion, Fun Space, Fashion Fortune, and Ladies.

碧山 09: 米 左靖主编

Green Mountain 09: Rice by Zuo Jing

9787508660561 | 49.00 | 2016.6 | 10,000 copies sold



一本聚焦于稻米的专辑，集结了众多在专业学术领域和实践领域的研究心得，生动形象地展示了中国的稻作文化和稻米实践活动。全书分为稻作、好米、食米、视觉、文学、影像六卷，讲述中国的稻作历史和文化，寻找和耕作好米、食米的故事，与米相关的视觉艺术、文学和影像，温习稻米在当代中国人生活中的境遇。期待能唤起大家对每一粒作为生命源泉的稻米的珍视，也正视它所遭遇的伤害、困窘与苏生的努力。

It is a book focused on rice, gathering a large number of research experience in the academic and practical field, vividly demonstrating Chinese rice culture and rice planting. The book is divided into six volumes, including rice planting, good rice, rice eating, visual arts, literature, and video, telling of Chinese rice history and culture, stories about looking

for and planting good rice and eating rice. The book also presents visual arts, literature and videos containing rice, reviewing how rice is treated in contemporary China. It is hoped that the book can attract people's attention to cherish every grain of rice and face the damage and problems that rice has suffered from, looking up to its efforts to resuscitation.

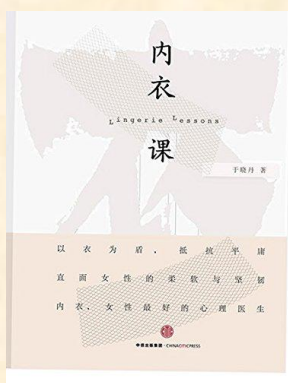
惠富平：1963 年出生，陕西富平人。南京农业大学教授，博士生导师，主要从事农业史教学与研究，目前专注于作物史及生态史研究。

Hui Fuping, Born in 1963, He is from Fuping, Shanxi Province. Professor of Nanjing Agricultural University, doctor tutor. He is mainly engaged in the research and teaching of agricultural history, whose current focus is on crop history and ecological history research.

内衣课 于晓丹著

Lingerie Lessons by Yu Xiaodan

9787508656120 | 68.00 | 2015.11 | 10,000 copies sold



内衣是女性从成长到衰落最温情也最冷静的见证者和守护者，也是不乏冷酷的提醒者。全书集合了于晓丹数十年来内衣设计的积淀，图文并茂，不仅从一个女性角度讲述内衣对于女性的意义，更从设计师的专业角度，给读者选择内衣的专业建议。

Lingerie is the tenderest and dispassionate witness, guardian and reminder of women as they grow up and grow old. This book gathers the experience of Yu Xiaodan, who has been designing lingerie for decades, and illustrates with words and pictures. It not only shows the meaning of lingerie to women from a woman's perspective, but also from a professional's perspective, providing professional suggestions for readers to choose suitable underclothes.

于晓丹，文学作者、译者。是《洛丽塔》的中文译者，也是中国最早的卡佛译者。著有小说《1980 的情人》，随笔《说穿》《内秀》《我的纽约香色行》。90 年代去纽约时装学院学习服装设计，毕业后在纽约成为一名内衣设计师。曾供职于纽约顶尖内衣公司，现创办了独立内衣品牌 emily yu。

Yu Xiaodan, literature writer, translator. She translated Lolita into Chinese, and was China's first Carver translator. Her publications include novel *Valentine in 1980*, essay *Revelation*, *Diamond Inside*, *My New York Trip with Fragrance and Coloring*. She went to the Fashion Institute of New York to study fashion design in the 1990s, becoming an underwear designer upon graduation. She had created her own lingerie brand, emily yu.

生而优雅：女主人礼仪 黎晟著

Born Elegant: Etiquette of Hostess by Li Sheng

9787508661445|52.00|2016.8



价值 10 万元的国际精修礼仪课内容，BBC、CNN、金融时报、华尔街日报、福布斯、VOGUE 杂志、时尚芭莎争相报道。本书以实用励志的理论，生动鲜活的事例，清新优雅的插图，向我们呈现了一个完美女主人的修炼之道。帮助女主人变得自信、优雅以及沉稳，学会如何去把控场面，招待他人，照顾他人，让每个人都感觉舒适愉悦、受到尊重。学习这些礼仪带给人的改变，会比美丽的容貌和惊艳的穿着更令人印象深刻持久。

Selected international etiquette lessons that are worth 100,000 yuan. BBC, CNN, Financial Times, Wall Street Journal, Forbes, VOGUE, Fashion Bazaar compete to cover. The book uses practical and inspirational theories, vivid examples, and refreshing illustrations, to presents how a perfect hostess is cultivated. It helps hostesses to become confident, elegant and calm,

to learn how to control the scene, entertain others, and take care of others, so that everyone feels comfortable, pleasant, and respected. The change that such etiquette brings will be more durable and impressive than stunning appearance and beautiful dresses.

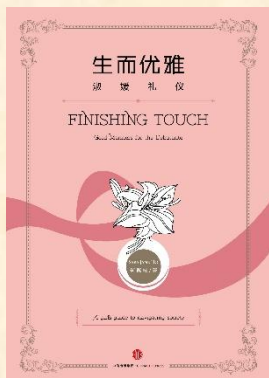
黎晟，瑞雅礼仪总裁，持有英国伦敦大学国王学院文化创意产业管理硕士学位，并受训于瑞士国际礼仪学院。

Li Sheng, president of Institute Sarita, gained Master's Degree at King's College, Cultural and Creative Industries Management, University of London, and was trained at the Swiss Institute of international etiquette.

生而优雅：淑媛礼仪 何佩嵘著

Born Elegant: Etiquette of Ladies by He Peirong

9787508663081|56.00|2016.8



价值 10 万元的国际精修礼仪课内容，BBC、CNN、金融时报、华尔街日报、福布斯、VOGUE 杂志、时尚芭莎争相报道。生于现代社会的年轻女子，精修礼仪，将使自己受益终生。一个见多识广，应对自如，有信心，有分寸，有内涵的女子，总会予人惊艳的印象。本书是瑞雅礼仪学校的创始人专为年轻女性写的礼仪指导书，不仅有专业理论支持，还有各种生动有趣的故事，励志又积极的观点，帮助女性变得更加完美、优雅、得体、成熟。

Selected international etiquette lessons that are worth 100,000 yuan. BBC, CNN, Financial Times, Wall Street Journal, Forbes, VOGUE, Fashion Bazaar compete to cover. As a young lady born in the modern society, being well informed of etiquette will bring lifelong benefits. A

learned, ingenious, confident, tactful girl can always impress others. This book is an etiquette guideline for young ladies, written by the founder of Institute Sarita. It is not only supported by theories, but it provides a variety of interesting stories and inspirational and positive ideas, to help women become more elegant, decent and mature.

何佩嵘，瑞雅礼仪创始人。毕业于美国哈佛大学商学院，并取得瑞士国际礼仪学院精修国际礼仪课程专业文凭。

He Peirong, founder of Institute Sarita. She graduated from Harvard Business School and obtained diploma from Swiss International Etiquette School attending intensive international etiquette courses.

猫头鹰咖啡馆 佐拉著

The Owl Café by Zola

39.00|2016.9



欢迎来到猫头鹰咖啡馆，这里有不一样的咖啡哲学，有趣、有料，还好笑。

这是一本好玩的咖啡知识普及绘本。本书还是以标志性的猫头鹰形象为主角，带领读者走进咖啡的世界。从咖啡的前世今生——一粒小小的咖啡豆讲起，讲述了上千年的咖啡风潮及各国的咖啡文化，最后猫头鹰教大家如何用各国特色咖啡器具冲煮咖啡。

Welcome to the Owl Café. There is different coffee philosophy here. It is very interesting, practical and also funny. This is a interesting coffee picture book leading readers into the world of coffee through the eye of a very cute owl. It tells us from the origin of coffee, the coffee culture of different countries to how to make a nice coffee.

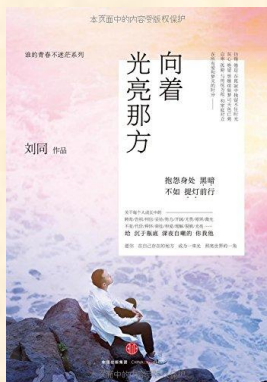
佐拉 Zola，一个喜欢足球和摇滚乐，钟爱普洱和养乐多的漫画人。人人网“新鲜人计划”之年度新鲜人。在人人小站拥有超高人气。站酷网，推荐优秀设计师，拥有百万人气的绘本画家。

Zola, a popular cartoonist who likes football and rock. She is also a talented designer and popular illustrator.

向着光亮那方 刘同著

Towards Brightness by Liu Tong

9787508659442 | 42.00 | 2016.4 | 800,000 copies sold | Korean, Thai, Complex Chinese edition sold



刘同 2016 全新作品，谁的青春不迷茫系列第三本。抱怨身处黑暗，不如提灯前行。给沉于瓶底、深夜自嘲的你我他。从“青春受谢，白日昭只”的 21 岁到“慨当以慷，忧思难忘”的 35 岁，在这美丽而崎岖的人生路上，做一次短暂而尽兴的交谈。这本书里没有皆大欢喜的药方，只有隐约可见的启示。这里有 17 个故事，也是 17 个人生中不可躲避的关键词。经历青春的迷茫，与孤独握手言欢，从负隅抵抗到冷静旁观，拨开遮蔽的迷雾，发现每朵乌云都镶着金边。

New works from Liu Tong in 2016. The third book of the series *Yesterday Once More*. Compared to complaining stuck in the darkness, it would be better if you pick up the light and move on. It is a book for anyone who is in the low ebbs and depreciates himself when the

night falls. From 21 years old when youth dawns, to 35 years old, when complexities arise, faced with this beautiful yet tough life period, let's begin a short and exciting conversation. In this book, there provides no happy solutions for everyone, only looming revelation. There are 17 stories, and 17 keywords that nobody cannot escape from in life. After experiencing the bewilderment in youth, shaking hands with loneliness, changing from resisting negatively to looking on with calm, when you brush aside the confusing fog, you will find that every black cloud is decorated with gold fringes.

刘同，青年作家，光线影业副总裁。曾出版《谁的青春不迷茫》《你的孤独，虽败犹荣》等书，创近年销售纪录。Liu Tong, young writer, vice president of Enlight. His publications include *Yesterday Once More*, *As Long As You Are Here* and so on, producing the highest sales record in recent years.

你好，抑郁 许莎莎著

Hello, Depression by Xu Shasha

9787508657127 | 38.00 | 2016.3 | 10,000 copies sold | Korean edition sold



直面情绪困境，关照颓废青年。豆瓣高赞人气连载“男友说我得了抑郁症”，小妞文学代表作品，带来治愈与希望的勇气之书。抑郁带来痛苦，也产生灵感，它是心理问题，也是人生症状。我们接受它，然后战胜它。“这个世界上一定还有和我一样的人，在某个时候遭遇人生的低谷，不知道怎么办才好，感到很绝望。如果我的故事能鼓舞他们，让他们获得温暖，这样就够了。”——作者许莎莎

Face the emotion dilemma, care for the decadent youngsters. It was adapted from the popular serial *My Boyfriend Said I Had Depression* on Douban, representative of chick literature. It is a book of courage and hope. Depression brings pain and inspiration. It is a psychological problem, and also a symptom of life. We accept it and then overcome it.

‘There are some people in this world who are like me, falling into low ebb at some point, perplexed and desperate. If my story can encourage them and give them warmth that is enough.’ Author Xu Shasha said.

许莎莎，豆瓣著名美女文青。根据个人真实经历创作的连载“男友说我得了抑郁症”。她文字中流露出的困惑与勇敢直抵人心，带来比共鸣更深刻的陪伴。

Xu Shasha, famous beauty writer on Douban. The serial *My Boyfriend Said I Had Depression* was created according to real personal experience. The bewilderment and courage expressed between lines deeply touches everybody and brings a sense of companionship that feels even better than resonance.

孤独旅店 石尹著

Lonely Hotel by Shi Yin

9787508655994 | 36.00 | 2016.2 | 20,000 copies sold



《解忧杂货店》之后，诠释人性纠葛又温情的新星之作。坐落在遥远海边小镇的旅店，隐秘着一个个冷清又心碎的故事。不愿辜负妈妈期待，一路在梦想与现实中挣扎浮沉的年轻作家；面对妻子不忠与生活重压的丈夫，撕着爱恨、用力维持着不怎么像样的家；在渴望被爱的路上狠狠跌倒后设法继续前行的高学历女孩……这里是狼狈生活的栖身地，也是迷茫人生的避风港。百样人生，百种孤独。

Another masterpiece from the rising star, following *the Relief Grocery Store*. It interprets the complexity and warmth of humanity. Located in a remote seaside town, the hotel witnessed one after another lonely and heartbreaking stories. Unwilling to disappoint his mother, a young writer struggled through dream and reality; Faced with his wife's infidelity, the

husband took on with love and hatred, trying hard to maintain the family that is no longer decent; A highly educated girl managed to move on despite the suffering on her way to finding love... Here is a gathering of embarrassing lives. It is also a haven of confusion. There are a hundred kinds of lives, and a hundred kinds of loneliness.

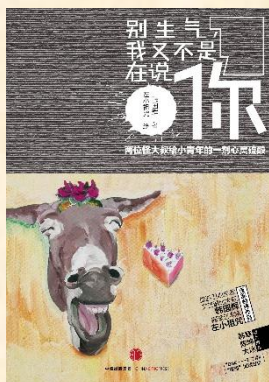
石尹，名字取自父母两姓。曾做过两年电台主持和三年杂志编辑，后来跳出朝九晚五，成为自由撰稿人，先后为《明日风尚》《时尚先生》《芭莎珠宝》等刊撰写专题。

Shi Yin, the two characters of the name derives respectively from his father and mother. He had been a radio host for two years and a magazine editor for three years. Later he quitted the fixed life of working from nine to five, to become a freelance writer. He has written for magazines such as Tomorrow Fashion, Esquire, Bazaar Jewelry and son on.

别生气，我又不是在说你 韩国辉、左小祖咒著

Don't be Angry, I'm Not Talking About You by Han Guohui, Zuo Xiaozuzhou

9787508661025 | 39.00 | 2016.6 | 80,000 copies sold



旅游卫视总裁韩国辉、摇滚艺术家左小祖咒首部跨界作品。理解世界的最好方式，就是保持偏见和好奇心。《别生气，我又不是在说你》是韩国辉的一部诚意之作，记录了他走过的路，去过的城市，见过的人，有趣的事。生活就像一次漫长的“出走”，没有所谓的标准答案。50个关于城市的谣言和偏见，100幅左叔手绘小坏画儿，嬉笑怒骂间，戳破世界的假面给你看。

This is the first piece of cross-border work between Han Guohui (President of the Travel Channel) and Zuo Xiaozuzhou (Rock Artist). The best way to understand the world is to maintain prejudice and curiosity. *Don't be Angry, I'm Not Talking About You* is another fine piece produced by Han Guohui, which records the roads that he has walked on, the cities he

has visited, the people he has met, and the interesting things he has encountered. Life is like a long journey of 'running away' and there is no so-called standard answer. There are 50 rumors and prejudice about cities and 100 small and fun pictures hand-painted by Zuo. With fun, laughter, anger and curse, the real world is shown to you.

韩国辉，70后，现任旅游卫视董事长、总裁。

左小祖咒，富有传奇色彩的摇滚师、当代艺术家。

Han Guohui, born in 1970s, CEO and President of the Travel Channel.

Zuo Xiaozuzhou, legendary rock artist, contemporary artist.

你是浪子，别泊岸 李沐泽著

You are a Loafer, Don't Anchor by Li Muze

9787508656724 | 39.80 | 2016.4 | 10,000 copies sold



对生活恒久的探索，是一代代人出走的意义。

丁丁张作序，著名音乐人姚谦诚意推荐。

一代代人出走，为了看清楚听明白内心深处的颤抖。你所走的每一段路都是真的，它必将在以后长久琐碎的生活里，像嵌在体内的金子一样，某一刻突然发起光来。

这本书是一部“在路上”诞生的散文随笔。满怀对未知的期待，才是值得一过的生活。远方一无所有，远方应有尽有。

The meaning of people getting away generation after generation is to constantly explore life.

The preface is written by Dingding Zhang and it is recommended by famous musician Yao

Qian. The reason why generations of people getting away are to look deep into their hearts

and understand their tremble. Every road that you take in the past is true; it will brighten your world sometime in the long and trivial future life, like gold embedded in the body. This book is a prose produced 'on the road'. Life filled with expectations for the unknown, is life that is worth living. Faraway there is nothing, and faraway there is everything.

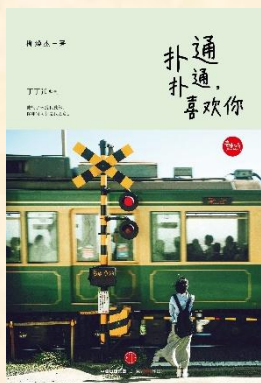
李沐泽，Lonely Planet 品牌和市场总监、中国区发言人，参与撰写 Lonely Planet 《中亚》《蒙古》《50 中国小镇》等指南。

Li Muze, brand and marketing director of Lonely Planet, spokesman of China, he co-authored guidelines in Lonely Planet including Central Asia, Mongolia, 50 China Towns and so on.

扑通扑通，喜欢你 柳焕杰著

My Heart Falls for You by Liu Huanjie

9787508656632 | 36.80 | 2016.4 | 10,000 copies sold



15 个故事，15 种年少爱恋的心事，是青春记忆的收藏夹，也是纯真年代的放大镜；收藏着青涩与懵懂，也放大了每个人在爱情中最初的模样，从学生时代的莽撞到多年以后的释怀，最初的爱情，最熟悉的心路，它自有一种在苦涩故事边上打着节奏唱着歌的率性，也能让你在鸡零狗碎的青春失恋故事里笑中带泪，因为，你就是故事的主角。

There are fifteen stories, fifteen kinds of love feelings of the youngsters. It is memory of youth, and magnifier of innocence. It records shyness and ignorance, and also amplifies the initial features that anyone in love maintains. From a student to a grown-up, from recklessness to relief after the years, the innocent love and the familiar feelings can bring about a kind of bluntness that pops out of the bitterness of the story. It also allows you to smile with tears

after reading these pieces of sad youthful romance stories, because, you are the protagonist of the story.

柳焕杰，青春光线签约作家。作品常见于《最小说》《青年文学》等。

Liu Huanjie, contract writer of Light Youth. His works are commonly found in Most Novel, Youth Literature and so on.

野风筝 王小洋著

Wild Kite by Wang Xiaoyang

9787508654119 | 36.00 | 2016.8 | 10,000 copies sold



一个爱与牺牲、离开与重逢、从懦弱到勇敢的动人故事。

在与世隔绝的风筝镇，每个刚出生的小孩都会得到一只风筝，可一个小女孩却得到一只不敢飞的风筝。女孩因此备受歧视，长大后离开了风筝镇，风筝为了追回自己心爱的女孩，千辛万苦学会了飞翔。但他们都没有想到，他们的相遇会在那样的一个时刻——他们中的一个，将代替另一个死去……

A touching story about love and sacrifice, about leaving and reencountering, and about changing from cowardice to bravery. In the secluded kite town, each newborn child was given a kite, but a little girl got a kite that dared not fly. The girl was discriminated because

of this. When she grew up, she left the town. In order to win back the girl, the kite took great efforts and managed to fly. However, nobody knew that the moment when they met each other-- one of them was doomed to die for the other...

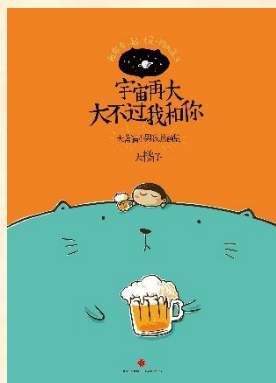
王小洋，中国内地著名漫画家，曾问鼎“金龙奖”最高奖项故事漫画金奖。代表作有漫画《黑虫》《机器妈妈》等。另有自传文集《曲岸晴空》《青春的力度》等。另一个身份是民谣歌手王小熊猫，《野风筝》同名歌曲也由小熊猫亲自创作并演唱。

Wang Xiaoyang, famous cartoonist in mainland China. He was once granted the highest honor, the Golden Dragon Award, winning the gold medal for cartoon story. His representative works include comics Black Bug, Machine Mother and so on. Moreover, he published autobiographical anthology Winding Bank Shining Sky, The Strength of Youth and so on. He is also known as ballad singer under the name of Wang Little Panda. The song named Wild Kite is also written and sung by him.

宇宙再大大不过我和你：大蓝猫小男孩插画集 大橘子著

The Universe is Large, but Smaller than You Plus Me by Big Orange

9787508657509 | 68.00 | 2016.2 | 20,000 copies sold



和你在一起，才是一切的意义。大蓝猫，小男孩，50幅温馨小画，一座随时为你开门的“20毫米美术馆”。大蓝猫，小男孩，50幅温馨小画，一座随时为你开门的“20毫米美术馆”。在大橘子的世界里，“宇宙再大大不过我和你”是他最想对他的猫说、也是最希望它能懂得的话。

Being with you is the meaning of everything. The author builds a '20 mm art museum' for you with big blue cat, little boy, and 50 warm small paintings. With big blue cat, little boy, and 50 warm small paintings; it is a '20 mm art museum' that you can visit any time. In the author's world, *The Universe is Large, but Smaller than You plus Me* records what he wants to tell his cat most and what he wants his cat to understand most.

大橘子，本名陈思，广告人，国内新生代插画师，曾与东东枪合作出版过《拿不动的世界》一书，并为陈坤新作《鬼水瓶录》绘制插画。

Big orange, whose real name is Chen Si, advertiser, domestic illustrator of the new generation. She co-authored and published the book *Unmovable World* with Dong Dongqiang and illustrated for Chen Kun in his new works *Book on Ghost Bottle*.

没眼人 亚妮著

The Eyeless by Yani

9787508660240 | 68.00 | 2016.6 | 80,000 copies sold



眼没了，心就亮了。不见史册的传奇，同一个世界上另一种生命的存在。

贾樟柯、徐文荣、陆川、金海腾、官晓东、俞胜利、田青倾情推荐。

传说，二战期间，太行山深处，有过一支为中国抗日军队服务的特殊情报部队。所有的人都是瞎子，太行人管他们叫没眼人。70年来，没眼人以流浪卖唱为生，踪迹缥缈，没人知道这些“上天不要的人”，有着怎样极其另类的活着和死去的轮回世界。亚妮用十年时间跟踪记录，带领读者穿过一个匪夷所思的没眼人世界，看到一段闻所未闻的战争与和平的传奇。

When one has no eyes, his heart lights up. It is a legend without compilation that records another form of life in the world. This book has been recommended by Jia Zhangke, Xu

Wenrong, Lu Chuan, Jin Haiteng, Gong Xiaodong, Yu Shengli, and Tian Qingsong. It is said that during World War II, there was a special anti-Japan intelligence force who worked at the depths of the Taihang Mountains. Because all of the members were blind, the Tainhang People call them “people without eyes”. For 70 years, these blind people made a living by singing, and their trail was hardly known. Nobody knew about the lives that these people who had been abandoned by God were leading. Maybe they were experiencing another extraordinary life that alternates between life and death. Yani used ten years to track and record in ten years, guiding the readers into the bizarre world of the blinds’, producing a novel legend of war and peace.

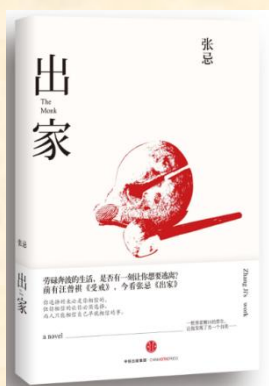
亚妮，国家一级导演。国务院特殊津贴获得者。浙江卫视制片人、导演、主持人。

Yani, national first-class director. Winner of special allowance from the State Council. Producer, director, and host of Zhejiang TV.

出家 张忌著

Monk by Zhang Ji

9787508664095 | 45.00 | 2016.8



一桩养家糊口的营生，让他发现了另一个自我。为养家糊口，原本打着三份零工的男人方泉受人指引成为寺庙里的广净师傅。过上了僧人生活和现实生活交替的日子。后来因家庭原因，方泉又重拾油漆匠的手艺重操旧业，但却格外思念寺庙。当神秘人出现，声称自己可以成为方泉的护法，助他把寺庙修大。这次，方泉动心了，因为那是他真正想做的事，可若这样，就要真的出家，受戒。方泉不知道自己能不能狠下心……

Livelihood made him find another self. To feed his families, Fang Quan, the man who had to do three jobs, was guided to become Monk Guangjing. He led a double life as a monk and as a man in the family. Due to his family, Fang Quan regained his craft as a painter, but he seriously missed the temple. When a mysterious man appeared, claiming that he could become a law enforcer to help him expand the temple. This time, Fang Quan was tempted,

because that is what he really wanted to do. But if this really happened, he would have to become a real monk, getting away from secular temptations. Fang Quan did not know whether he could make up his mind to do so.

张忌小说家，人民文学奖得主。在《收获》《人民文学》等杂志发表小说近百万字。《出家》为其新作。

Zhang Ji, novelist, winner of People's Literature Prize. He has published works of nearly one million words in the magazine Harvest, People's Literature and so on. *Monk* is his new piece of work.

此岸 马曳著

This Side by Ma Ye

9787508658995 | 42.00 | 2016.5 | 15,000 copies sold



全景呈现当下女性的爱情与事业抉择，横跨投行、法律、金融界，首次在“奴隶社会”公号连载，受到热烈追捧。中文系毕业的王微一举考入哈佛法学院，命运给王微打开一扇通往光明前途的门，便也顺手结束了她少年时的恋情。从波士顿到纽约，再从律所到投行，王微慢慢从初来乍到的国际学生成长为纽约中城众多金融才俊里的一员。她在此岸收获了事业，友情和相濡以沫的伴侣。只是当经济下行的周期到来，王微发现，历史仿佛又在重演……

This book fully presents the dilemma that contemporary women are facing: choice between love and career. The book is set in the areas of investment banking, law, and finance. When it was published in installment on Slave Society for the first time, it was a hit. Graduated from

the Department of Chinese, Wang Wei was admitted to Harvard Law School. Fate prepared a bright future for her, and she simply ended her romance which started young. From Boston to New York, from law firm to investment bank, Wang gradually grew from a rookie international student to one of the financial elites in New York City. She gained career, friendship and a beloved companion on this side of the world. However, when the period of economic downturn arrived, Wang Wei found that history seemed to be repeating itself.

马曳，现居香港，纽约州执业律师。北京大学毕业后赴美深造，获得哈佛大学法学院法学博士学位。

Ma Ye, lives in Hong Kong. She is a licensed lawyer in New York. She gained the JD (Juris Doctor) degree at Harvard Law School, after graduating from Peking University,

书旅人 钟立风著

Book Traveler by Zhong Lifeng

9787508663661 | 45.00 | 2016.8 | 10,000 copies sold



《书旅人》是作家歌手钟立风几年来阅读、旅行的际遇和感受。近百篇轻快随性的短文，充满灵感的跳动和平淡中的趣见。小钟迷走在自己的精神世界里，诚恳地思索，热烈地感受，音乐、文学、旅行、电影都是他“生命的需要”。在钟立风朴素而流丽的书写中，你找到了自己，我们认出了彼此。

Book Traveler is written by singer-writer Zhong Lifeng, based on his years of reading and traveling experience. Nearly one hundred pleasant and casual essays, all of which are filled with popping inspiration and interesting happenings in days of dullness. The author got lost in his own spiritual world, sincerely thinking, and enthusiastically feeling. Music, literature, travel, movie are all 'necessity of life' for him. In the simple yet brilliant writing style of

Zhong's, you will find yourself, and we will recognize each other.

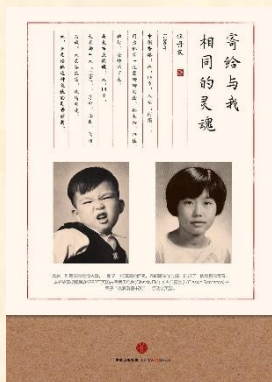
钟立风，作家歌手，博尔赫斯乐队主唱，现居北京。民谣圈里的读书客，文艺青年的阅读榜样。

Zhong Lifeng, Singer writer, front man of Band Borhertz. He now lives in Beijing. An intellectual in the ballad circle, a role model in reading among the literature and art youngsters.

寄给我相同的灵魂 伍丹农著

A Letter for the Same Spirit as Me by Wu Dannong

9787508655710|39.80|2016.4|10,000 copies sold



六十五岁的英国皇家航空学会华人院士，历时二十三载，写就年轻时的真爱传奇。

《寄给我相同的灵魂》讲述的是上个世纪60年代一对跨国笔友的传奇爱情。他属龙，牙尖嘴利；她属兔，温婉可人。一张又一张薄薄的信笺，靠邮递漂洋过海，机缘巧合地促成这段旷世情缘，诉说两个性格截然不同的人，如何牵动彼此的生命，记载香港、马来西亚和英国的文化交汇，回溯20世纪一代普通人的流金岁月。

The sixty-five-year-old Chinese academician of the British Royal Aeronautical Society spent 23 years writing down his legendary love story when he was young. *A Letter for the Same Spirit as Me* tells of the story about a pair of cross-border pen pals in the 1960. He was born in the dragon year, articulate and witty; she was born in the rabbit year, gentle and pleasant.

Pieces of thin letterheads were sent across the sea by mail, contributing to this enduring love. The letters witnessed how two people with completely different personality affected each other's lives, and also recorded the integration of Hong Kong, Malaysian and British culture, dating back to the good old days of an ordinary generation in the 20th century.

伍丹农，又名老伍，1951年出生于香港，17岁求学英国，伦敦大学帝国理工航空工程学士，空气动力学博士，英国皇家航空学会院士，曾参与多项军事航空科研。

Wu Dannong, also known as Old Wu, was born in 1951 in Hong Kong. He went to study in Britain at the age of 17 and gained his Bachelor's Degree at London School, Imperial Aeronautical Engineering, and Doctorate at Aerodynamics. He is academician of the British Royal Aeronautical Society, and was involved in a number of military aviation researches.

故宫的隐秘角落 祝勇著

Secret Corners of the Forbidden City by Zhu Yong

9787508656595|42.00|2016.5|30,000 copies sold



故宫，既是历史的见证者，也是历史的参与者。

作家祝勇用诗意的文笔，借助丰富的史料，透过个人化的视角，带领我们一一造访武英殿、慈宁花园、昭仁殿、寿安宫、文渊阁、倦勤斋，将在这些隐秘角落里发生过却不为我们所知的历史故事娓娓道来，康熙、乾隆、孝庄太后、吴三桂、李自成……众多历史人物在真实重现的场景中，让我们看到了他们属于凡人的七情六欲、血肉筋骨。

The Forbidden City is both a witness to history, and a participant of history. The writer Zhu Yong, with poetic writing and a wealth of historical data, guides us to visit the Wuying Temple, Cining Garden, Zhaoren Temple, Shouan Palace, Wenyan Pavilion, and Juanqin Cabinet, from a personal perspective. He reveals to us the mysterious unknown history hidden in these

corners. Historical figures including Kangxi, Qianlong, Empress Xiaozhuang, Wu Sangui, Li Zicheng are reproduced in real-life scenarios, allowing us to see the emotions and lust, flesh and bones of the mortals.

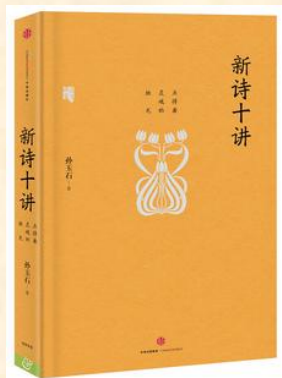
祝勇，荣获郭沫若散文奖、十月文学奖、朱自清散文奖、在场主义散文奖、百花文学奖等文学奖项。已出版图书有：《血朝廷》《纸天堂》《辛亥年》《故宫的风花雪月》等。

Zhu Yong, He has gained literature awards include the Guo Moruo Award for prose, October Literature Prize, Zhu Ziqing Prose Prize, Presentism Prose Award, Hundred Flowers Literary Award and so on. His publications include *Blood Court*, *Paper Paradise*, *The Year of Xinhai*, *Romance in the Forbidden City* and so on.

新诗十讲 孙玉石著

Ten Lectures on New Poetry by Sun Yushi

9787508647975 | 58.00 | 2015.11 | 40,000 copies sold



北大十堂经典新诗课，以富有生命感的精湛解读，打开新诗审美世界的大门

《新诗十讲》源自北大孙玉石教授的十堂精湛的中国新诗课，作者用诗的语言，为我们全方位咀嚼闻一多、徐志摩、戴望舒、穆旦等人的经典新诗，以及其背后的时代与国家、个体与社会、生命与死亡、文学与爱……通过细致的解读，深入挖掘了中国新诗创造者所传达的隐喻、意向、美学与思想，展现了中国新诗整体发展的历程和多元化。

The book condenses ten classic lectures on new poetry given at Peking University. It opens the door to new poem appreciation with energetic and exquisite interpretation.

Ten Lectures on New Poetry derives from ten extraordinary lectures at Peking University given by Professor Sun Yushi. The author uses poetic language and helps us fully digest the

classic poems from Wen Yiduo, Xu Zhimo, Dai Wangshu, Mu Dan and so on, revealing the hidden relationships in the works between the times and nation, individual and society, life and death, and literature and love. Through detailed interpretation, the book digs out the metaphor, intentions, aesthetics and ideology conveyed by the Chinese new poets, showing the overall development process and diversification of Chinese poetry.

孙玉石，北大中文系教授，著名作家。1960 年北京大学中文系毕业，1964 年北京大学研究生毕业，曾任北京大学中文系主任。

Sun Yushi, professor of Peking University, famous writer. He graduated from Peking University in 1960, gained Master's Degree at Peking University in 1964. He was former director of the Chinese Department, Peking University.

谈文论道·视野丛书

On Literary and Morality · Viewpoint Series

2015.12 | 60,000 copies sold

视野丛书（6 册）由北岛发起、主编并作总序推荐，张承志、徐冰、李零、韩少功、汪晖、李陀等集体呼应，集合了六位中国当代活跃在文艺领域的至为重要的作家、批评家、艺术家，由他们梳理自己的成长经历和思考脉络，精选出足以体现这六位作者数十年来思想精髓的代表作。视野丛书高度浓缩地呈现了当代中国极具创造力和影响力的思想宝库。视野丛书文字可读性强，面向普通读者，让他们得以循着文化思想的脉络，追踪当代中国的种种问题，获得思考的乐趣。

The Viewpoint Series (6 books) is initiated, edited, and recommended by Bei Dao, who has also written a preface for the book. It is also collectively recommended by Zhang Chengzhi, Xu Bing, Li Ling, Han Shaogong, Wang Hui, and Li Tuo. This book is a collection of works from six contemporary Chinese writers, critics, and artists who are active and important in the field of literature and art. They sorted out their upbringing experience and thread of thoughts, and selected representative works that are reflective of the essence of their ideas over the past decades. The Viewpoint Series highly condensed and presented the ideological treasure that is highly creative and influential in contemporary China. It is easy to read and prepared for all general readers, so that they can follow the development of culture and ideology, and trace the problems of contemporary China, obtaining fun from thinking.

我的真文字 · My True Character



艺术家徐冰第一本个人文字书。本书凝聚了徐冰几十年来艺术创作生涯中的深刻体验与思想精华，并配有百余张由徐冰亲自挑选与编排的艺术作品图片。

The first individual character book by artist Xu Bing. This book embodies the profound experience and ideological essence of Xu Bing in his artistic life. It is illustrated with hundreds of artistic works and pictures personally picked and laid out by Xu Bing.

雪崩何处 · Where is the Avalanche Going



著名文学评论家李陀第一本个人文集，三十年中国文坛现场纪录。本书收入其从八十年代、九十年代一直到新世纪不同阶段的评论文章，从中清晰可见一条中国当代文化流变的线索。全书系统呈现了当代中国文坛的思想交锋，提供了一份探知重大争论的路线图。

The first personal anthology of the famous literature critic Li Tuo, which records the reality of Chinese literature world over the past three decades. The book collects the critic articles of different stages ranging from the 80s, 90s and up to the new century. The development progress of contemporary

Chinese culture is clearly visible from the book. It systematically presents the ideological confrontation of contemporary Chinese literature, providing a guideline for exploring major arguments.

夜深人静 · Silence of the Night



韩少功不仅是一位自 20 世纪 80 年代起就活跃于文坛的著名作家，而且是一位长期关注中国社会文化状况的思想者。本书集中展示了作者的心灵轨迹，从中可以看出其在文学和思想两方面的不凡成就。

Han Shaogong is a famous writer who has been active in the literature world since the 1980s. He is a thinker that has focused on Chinese society and culture for a long time. This book shows the author's spiritual world, from which his extraordinary achievements in both literature and ideology.

鱼游小巷 · Fish Swimming in Lanes



张承志最新的散文集，这是一张心灵的地图，循着它，可以纵观张承志思想的全貌。

张承志将一生中永远铭记的经历重新提炼，整理、汇集成书。

The latest essay collection of Zhang Chengzhi's. It is a map of mind, follow which you will see the whole picture of the author's mind. Zhang Chengzhi extracted, sorted out and gathered his life experience and created the book.

大刀阔斧绣花针 · Large Sword, Tiny Needle



著名学者李零在考古学及中国古文明史研究领域的功底，铺垫出对于文化历史进程的洞察；李零以 16 万字的篇幅，完成了一部精炼的自选集，这是一部能全面展示他研究和思考的各个面向的作品。

Famous scholar Li Ling cast insight into the development of culture and history, based on his profound research in archaeology and history of ancient Chinese culture. He used 160,000 words in length, completing a refined anthology.

怪来怪去 王子豹/文、孙洁/绘

Monster Come, Monster Go by Wang Zibao & Sun Jie

9787508662855|39.80|2016.8|10,000 copies sold



想象力大爆炸! 怪物王国奇幻乐园等你探险! 让孩子的想象力充分释放, 轻松激发创造力! 除了哥斯拉和恐龙, 世界上还有什么怪物?

《怪来怪去》会给你一个满意的答案! 宇宙中有一板一眼的人类社会, 也有古里古怪的怪物世界! 怪物世界里的可爱怪物们, 不仅外貌怪, 脾气也怪, 做的事更怪。他们把我们平时想做却不敢做的事做了个遍! 让我们走进书中的世界, 来一场脑洞大开的“怪物之旅”!

Let imagination fly! Come and explore the wonderland of monster kingdom! It fully liberates children's imagination and arouses creation!

Apart from Godzilla and dinosaurs, what other monsters are there in

the world? *Monster Come, Monster Go* will give you a satisfactory answer! In the universe, there exists the human society with strict rules, but also there is the bizarre monster world! In the monster world, the cute monsters not only look odd and react strangely, they also behave differently. They try all the things that we want but dare not to do. Let us step into the world and begin an exciting 'monster tour'!

王子豹: 毕业于中央美术学院城市设计学院绘本创作工作室。已出版绘本《夜游》等。

孙洁: 平面设计师、自由插画师。

Wang Zibao, graduated from the Central Academy of Fine Arts, School of Urban Design, and Studio of Drawing Creation. His publications include the picture book *Sleepwalk* and so on.

Sun Jie, graphic designer, freelance illustrator.

小蜗牛找好吃的 车丽娇著

A Hungry Snail by Che Lijiao

9787508662862|49.80|2016.8|10,000 copies sold



超写实收藏级手绘, 深度还原精微自然, 生动细节培养孩子的观察力, 带领孩子了解各种植物和昆虫。一场小雨过后, 小蜗牛探出了触角, 饥肠辘辘的它开始了找寻自己最喜欢的食物“嫩芽”的旅程, 一路上, 它误打误撞地坐了小兔子的顺风车, 还在鼻涕虫的帮助下躲过了天敌刺猬, 后来它还遇到了热心的蟋蟀、自由自在的小瓢虫……它们之间又会发生怎样的故事呢? 小蜗牛最后能顺利找到嫩芽吗?

This book consists of ultra-realistic hand-paints that are worth collecting. It profoundly restitutes the subtle nature, vividly cultivates children's observation, and leads the children to learn a variety of plants and insects.

After a light rain, a small snail stuck out his tentacles. He was so hungry that he began to find his favorite food—shoots. Along the journey, he accidentally got a ride from bunny, and with the help from slug, escaped his predator, hedgehog. Later, he met an enthusiastic cricket, and a carefree little ladybug...What would happen between them? Could small snail finally find the shoots?

车丽娇, 毕业于天津美术学院版画系。已出版作品《鸡妈妈的蛋宝宝》。

Che Lijiao, He graduated from Tianjin Academy of Fine Arts, Printmaking Department.

梁山伯与祝英台 唐亚明著

Liang Shanbo and Zhu Yingtai by Tang Yaming

9787508654645|39.80|2015.10|20,000 copies sold



中国传统文化绘本系列中的首本书，绘本界大师、日本福音馆唐亚明老师精心重述+中央美术学院获奖的殿堂级绘本，赠予每一个孩子爱与美。本书历时一年的精心打磨，利用皮影戏的元素结合传统水墨画移步易景的构图，于虹呈将梁祝的故事凝结为 17 个绝美的场景，赏心悦目之余更能轻松理解中国传统文化中爱与美。

It is the first book of the Chinese traditional culture picture series, which is a masterpiece reiterated by picture book master, Tang Yaming of the Japan Fukuinkan. Having gained the Central Academy Awards, this book is a gift of love and beauty for each child.

The writer spent one year in polishing this book, he combined the elements of shadow plays with the composition of traditional ink paints. Yu Hongcheng condensed the Butterfly Love Story of Liang and Zhu into 17 beautiful scenes, so that readers can easily understand the love and beauty in Chinese traditional culture when appreciating the pictures.

唐亚明，现任日本华侨华人文学艺术联合会会长、在日华人教授会理事、日中文化交流协会会员。家居东京。
Tang Yaming, the president of Japanese Literary and Art Association of Overseas Chinese Residents, Councilor of Chinese Professors in Japan Association, Member of Japan-China Cultural Exchange Association in Japan. Settled in Tokyo.

狼来了 翱子/编、张源源/绘

Crying Wolf by Ao Zi & Zhang Yuanyuan

39.80|2016.9

本书模拟铜板画的风格，兼吸收中国民间剪纸的造型，重新演绎古老的故事，风格幽默，同时极富现代感。

《狼来了》是大家耳熟能详的故事，有很悠久的历史。本书在此基础上有所改编，结尾部分是一种悬疑：虽然没有相信牧童了，但出于爱与关心，大人们还是都赶来了，与狼紧张对峙。最终结局是什么，孩子能否安全获救？开放性的结尾留给孩子思考与想象的空间。

The book combines the copper painting with Chinese folk paper cut, re-interpreting the old stories. It is humorous and modern at the same time.

Crying Wolf is a well-known story, which has a long history. This book adapts from the story and keeps the readers in suspense at the end of story: although nobody believed the shepherd any more, but out of love and concern, people still rushed to the scene, and faced off the wolf. What is the ending of the story? Will the shepherd be safely rescued? The open ending leaves room for children to think and imagine.

翱子，艺术家，湖南大学设计艺术学院副教授。著有《奶奶的布头儿》《火城 1938》等作品。

张源源，年轻艺术家。插画风格幽默，富有感染力，有强烈的个人艺术魅力。

Ao Zi, Artist, associate professor at Hunan University, School of Art and Design. Author of *Grandma's Head Cloth*, *City Fire 1938*, etc.

Zhang Yuanyuan, Young artist, with humorous and contagious illustration style, and strong personal artistic charm.