

Zhejiang University Press

Spring & Summer 2018

About us

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Thanks to the high-quality professional service that ZJUP has rendered, its publications are highly acclaimed by professionals and readers alike. Among other book series and titles, "A Collection of Song Dynasty Paintings," "A Collection of Yuan Dynasty Paintings" , "Intelligent Systems and Technology in China", "Advanced Topics in Science and Technology in China," and "The Great Transformation of China: Series of China's Economic Transformation, Innovation and Development" have sold more than 10,000 units each, a rare feat for publishers in China. It is for this reason that more and more top-notch scholars and authors are attracted to be under contract with ZJUP for long years.

To further realize our mission of bringing academic excellence and disseminating knowledge to readers in and out of China, ZJUP has been engaged in ever more growing international cooperation. Cambridge University Press, Oxford University Press, Hawaii University Press, New York University Press, Springer Nature, Elsevier, Macmillan, and World Scientific Publishing Group count among the growing list of ZJUP's international partners. We are glad to work with any publisher who shares our vision and strives for the furtherance of education and dissemination of knowledge.

CONTENTS

Belt & Road

Economics & Management

Social & History

Art & Culture

Interdisciplinary Studies

General Readings

Children's Books

Belt & Road



Interpreting the Belt and Road Initiative

ISBN: 978-7-308-15032-3

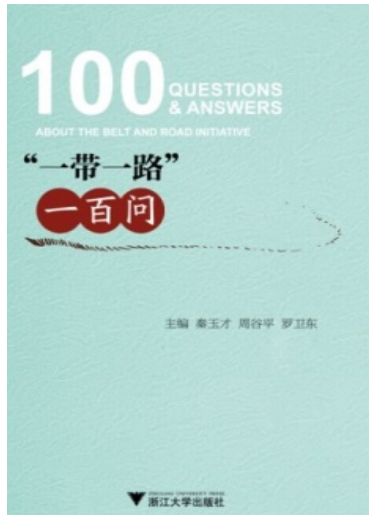
Publication Date: August, 2015

296 pp

It analyzes 'Belt and Road Initiative' strategy, policy, resources, cooperative achievements, risks and opportunities based on its definition, connotation and historical development. Profound influences of 'Belt and Road Initiative' on future development of China and its international relationship are well presented under macroscopic view. In the meantime, it also focuses on hot issues to bring a comprehensive understanding of 'Belt and Road Initiative' to readers. This book is a compilation of up-to-date and in-depth policy interpretation and research achievements of 'Belt and Road Initiative'.

Yucai QIN, former head of Western Development Department, National

Development and Reform Commission.



100 Questions & Answers about the Belt and Road Initiative

ISBN: 978-7-308-15033-0

Publication Date: August, 2015

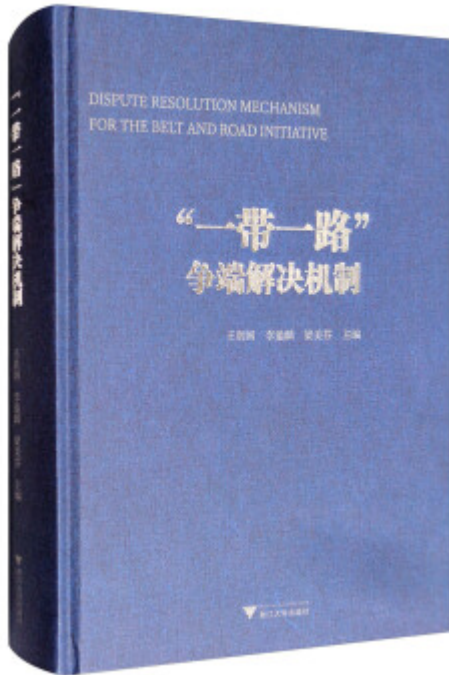
232 pp

This is a popular book on 'Belt and Road Initiative'. It adopts the Q&A format to interpret knowledge about 'Belt and Road Initiative'. It originates from history of 'Belt and Road Initiative' to deeply analyze its strategic connotations and background of relevant cooperation organizations and industries home and

abroad and explains real problems derived from 'Belt and Road Initiative' for readers. It is a book that interprets and displays 'Belt and Road Initiative' in all dimensions.

Yucan QIN, former head of Western Development Department, National Development and Reform Commission.

First books to interpret the Belt and Road Initiative advocated by President Xi Jinping, to let people around the world better understand the policies.



Dispute Resolution Mechanism of the Belt and Road Initiative

ISBN: 978-7-308-17216-5

Publication Date: Augset, 2017

560pp

Belt and Road International Institute compiled this book focusing on legal protection and dispute resolution. National complaint system and problems related to the Belt and Road Initiative, such as dispute resolution, arbitration and appeal, and transparency and operation rules of dispute resolution mechanism, are included, aiming to allow Hong Kong to play a special role in the construction of the Belt and Road by virtue of dispute resolution mechanism.

Guiguo WANG, doctor in Philosophy of Law of Yale Law School, famous international economic jurist in China, the first doctor in Philosophy of Law of Yale Law School in Mainland China. WANG has taught successively in Peking University Law School, City University of Hong Kong School of Law, and Zhejiang University Guanghua Law School (as principal lecturer, professor, chair professor, professor of Recruitment Program of Global Experts, Senior Professor of Humanities of Zhejiang University successively). He has published Legal Order of International Trade and several theses at international academic conferences, and has visited and given lectures in many famous colleges in the US, Canada, UK, Germany, Japan and other countries.

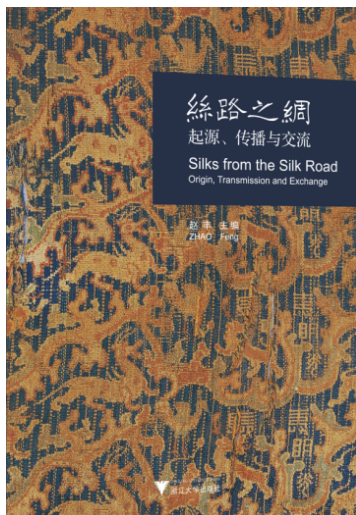
Belt and Road 2.0

Publication Date: January, 2018

The development of globalization is now at a crossroad of history. The ideological

trends of anti-globalization and populism are mentioned more and more frequently. It is at such a crucial timing that Belt and Road is put forward, providing valuable Chinese wisdom for the transformation of international orders and the reshaping of global governance system. A new age of globalization is steadily moving ahead. Regions, countries, enterprises or even individuals... every single corner will be influenced by globalization. This book collects essential interpretation and interview records about Belt and Road from authoritative experts, government officials of different countries, and leaders of related investment institutions in different fields, including forward-looking frontier outlooks, practicable opinions on tax, ecology, regional development and other topics, review of the effects and development process of Belt and Road since it was raised, and expectation of its function in reshaping the future. We can see how Belt and Road, interlinked at “soft” and “hard” levels and inclusive, will greatly influence every single region and every single person directly or indirectly involved.

Caixin Media: an all-media group providing financial news and information services. Based on professional team and great advantages in original news, Caixin Media offers accurate, comprehensive and in-depth financial news and information services to the most influential readers in China on a multi-level business platform integrating journals, websites, videos, books and conferences.



Silk from the Silk Road: Origin, Transmission and Exchange

ISBN: 978-7-308-15091-0

Publication Date: September, 2015

228 pp

With textile and other objects excavated from the Silk Road, the catalog is the first of its kind that systematically tells the origin of silk in China, and its transmission and exchange along the Silk Road.

Feng ZHAO, director of China National Silk Museum in Hangzhou, director of Chinese Center for Textile Identification and Conservation. His major interests are the studies of Chinese silk history and textiles from the Silk Road.



Road of Silk: Chinese Silk and the Silk Road

ISBN: 978-7-308-17385-8

Publication Date: September, 2017

352pp

Cradle of silk in the world, China is famous for mulberry planting, silkworm breeding, silk reeling and silk weaving, which help the country earn the nickname of "country of Silk". Chinese silk has, over thousands of years, written a splendid chapter in human history with its unique charm, gorgeous colors, and profound cultural connotation. The birth of the Silk Road was also helped by the development of silk. The leading roles of the Silk Road, silk products and related production technologies and arts are popularized all over the world, making extraordinary contribution to the mutual learning and blending of oriental and occidental cultures. This book consists of several parts, including Origin in the Oriental World (during the prehistoric period), Development in Zhou and Han Dynasties (during the Warring States Period and Qin and Han Dynasties), Great Transformation of the Silk Road (during Wei, Jin, Southern & Northern Dynasties), An Inclusive and Harmonious Period (Sui, Tang and Five Dynasties), Different Styles in South China and North China (during Song, Yuan, Liao and Jin Dynasties), Grand Etiquette (during Ming and Qing Dynasties), Inheritor and Pioneer (in modern times), A New Chapter in a New Age (in the contemporary era), etc.

Zheng XU is a researcher on silk history and culture and responsible for exhibition at China Silk Museum. He is the co-author of History of Silk Culture in Zhejiang, The Ancient Art of Silk Weaving and Dyeing, and some other books and has published several theses in academic journals.

Economics & Management



Win at the Turning Point

ISBN: 978-7-308-15416-1

Publication Date: March, 2016

300 pp

The experiences drawn from China's reform and opening-up indicate no matter it is a region or an enterprise, it usually wins at the turning point instead of the beginning. '13th Five-Year Plan' is a crucial historical moment for China's economic transformation and upgrade, where growth, transformation and reform are highly integrated, with enormous growth and market potential in store. The book proposes action plan and suggestion for

structural reform centered on economic transformation and upgrade during '13th Five-Year Plan'.

Fulin CHI, researcher, Ph.D supervisor, 11th and 12th CPPCC member and expert entitled to state council special allowance, head of China Institute for Reform and Development, vice president of China Society of Economic Reform with research interests in theory and practice of economic transition.



Reshaping Economic Cooperation of the Belt and Road

ISBN: 978-7-308-16131-2

Publication Date: September, 2016

264pp

This is one title from the “Economic Transformation and Innovative Development in China” series. Significant development strategies in new period, "Silk Road Economic Belt" and "Maritime Silk Road in the 21st century" have great influence on Chinese politics and economy. The core target of the Belt and Road lies in enhancing the economic development, regional stability and prosperity of different countries. In this book, the author puts forward the idea that the Belt and Road Initiative will provide constant drive for the economic growth and structural regulation of China, and meanwhile makes overall interpretation to the strategic planning, construction process and risks of the Belt and Road.

Jinping ZHAO, researcher and director of Research Department of Foreign Economic Relations, Development Research Center of the State Council, executive member of the council of China Association of International Trade, member of the council of China Association for International Understanding, etc. Focusing on macro economy, international economy, foreign trade and cross-border investment, ZHAO has published several books, including Foreign Trade Utilization and the Development of Chinese Economy, Development Report on EU Enterprises' Investment in China, General Thinking of Macro Economy, etc.



National Energy Transition

ISBN: 978-7-308-15349-2

Publication Date: January, 2016

400 pp

The book reviews history and characteristics of economic growth, discussing the relationship of energy and economic transformation during the process of economic development. It carries out analysis on the history of energy transformation in human society to extract basic logic of energy transformation. It provides a unique perspective and comprehensive framework for overall understanding of practice of energy transformation.

Tong ZHU, Ph.D in economics, director of energy economy research unit, Institute of Industrial Economics of CASS, associate researcher with research interests in energy strategy and policy, industrial organization and government control.



Green Transformation and Development

ISBN: 978-7-308-15416-1

Publication Date: March, 2016

300 pp

The book, originating from characteristics and connotation of green development, analyzes pressure, motivation and obstruction of green transformation and development. Furthermore, it elaborates key areas and main roads from green fiscal, finance, science & technology, consumption and urbanization perspective.

Shuzhong GU, vice director of resource and environment policies, Development Research Center of the State Council, researcher, mainly engaged in resource economy, safety, management and policies.



Exploration of Chinese Economic History: Collected Works of CHEN Zhengping

ISBN: 978-7-308-10895-9

Publication Date: December, 2012

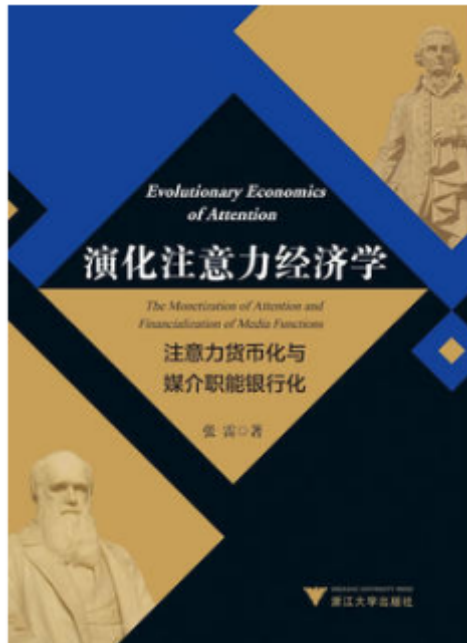
316 pp

This book analyzes and interprets the evolution of Chinese economic history from three perspectives – history of Chinese-foreign economic relation, entrepreneurs and associations of industry and commerce, and economic history, and explores the foreign relations of Chinese economy and the historical effect and practical significance of modern associations of industry and commerce.

Through this book, readers can get not only a better understanding of Chinese economic history but excellent references for research.

Zhengping CHEN, Doctor of Economics, professor and Ph.D supervisor at Tsinghua University, vice-chairman of Chinese Economic History Society,

chairman of Modern History Committee, guest researcher of Institute of Economics Chinese Academy of Social Sciences, among other institutes.



Evolutionary Economics of Attention: The Monetization of Attention and Financialization of Media Functions

ISBN: 978-7-308-17137-3

Publication Date: August, 2017

300pp

Money is the measure value of commodity, while attention is the measure value of information. In the transition period from industrial economy to information economy, there is a dual currency integrating “money” and “attention” – the former is an explicit form in the age of industrial economy, and the latter is a hidden form in the age of information economy. We can also regard attention economy as an efficiency optimization of attention based on human’s demands in living, reproduction and development from the perspective of evolutionary economics. Attention is a kind of currency in natural status and the most basic exchange media for human to obtain natural resources. The monetization of attention and financialization of media functions is an important phenomenon in the age of Internet economy. Evolutionary economics of attention is just an academic and rational explanation of this phenomenon.

Lei ZHANG, professor and director of the discipline of Communication of Zhejiang University of Technology, leader of young and middle-aged discipline (Communication) of Zhejiang colleges, member of the academic committee of China International Public Relations Association, deputy president and director

of the academic committee of Zhejiang Public Relations Association, member of the council of China News and Education Association, China Research Institute of Advertisement Education, and China Education Institute of Public Relations Education.



Chinese Economy over the Years

ISBN: 978-7-308-15421-5

Publication Date: December, 2015

214 pp

As the saying goes, “Firewood, rice, oil, salt, soy, vinegar and tea begin a day.” You need to pay money for all these daily supplies, borrow money when your income is too low, save money when you get some balance, pay money for public service, and exchange money when you have business with foreigners. You cannot live without money. Focusing on money, this book outlines eight stories about Chinese economy closely related to people’s financial life – price, money,

debt, tax, exchange rate, housing, city and policy. Through specific analysis and exclusive interpretation to price fluctuation, currency circulation, debt crisis, tax reform, RMB internationalization, rise of housing price, and macro control, the author depicts the crises and challenges we have met during the process of economic development over the years, and provides fresh perspective to figure out new growth points of future financial life.

Tao ZHANG, graduate from Chinese Academy of Fiscal Sciences, Ministry of Finance, is with the head office of China Construction Bank.



The Future of Financial Reform

ISBN: 978-7-308-16665-2

Publication Date: March, 2017

276 pp

Supply-side structural reform is critical to the transformation and upgrading of economic structure and the long-term sustainable development in the beginning of “the thirteenth five-year” stage, and is thus considered as the key to the stable and long-term development of future economy. Included in this book are opinions of several financial professionals, such as WU Xiaoling, BAI Chong’en, HU Shuli, HE Fan and CAO Yuanzheng, on the future of marketized financial reform and innovation. All these

authoritative economists put forward their reflection the book

Xiaoling WU, former vice president of The People's Bank of China, former director general of State Administration of Foreign Exchange.



China' Economy: Why No Hard Landing?

ISBN: 978-7-308-17150-2

Publication time: July 2017

336PP

At the end of 2013, nearly all the major institutes and mainstream media worldwide predicted that Chinese economy would face a “hard landing”, which was a reasonable inference considering Chinese economy was dropping from boiling point to freezing point. Luckily, we survived. Analyzing from relatively rapid increase of income and consumption, optimization of capital and government behaviors, urbanization and industrial transformation, and other perspectives, this book reveals the secret reason why “hard landing” failed to show up. Adopting essay-type documentary style of writing and academic analysis, and based on the observation and analysis from the grassroots and large quantities of data, the author tries to strengthen the confidence of Chinese government and people and provide solutions to the future economic development of China through unique income distribution and consumption-led theory developed since 2007.

Professor ZHUO Yongliang, principal researcher of the Research Center of Information Technology & Economic and Social Development, vice-chairman of Zhejiang Society of Economic Reform, former director and researcher of Zhejiang Provincial Development and Reform Institute, winner of special allowance of the State Council.



China's Economy: Wealth Paradox and Its Solution under the New Normal

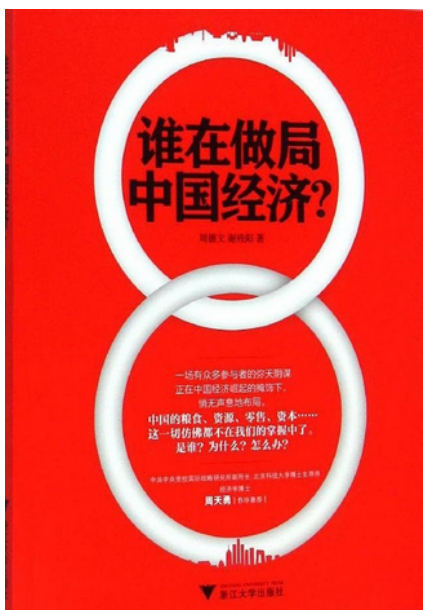
ISBN: 978-7-308-16485-6

Publication Date: November, 2016

224 pp

The international economic situation is quite unstable. The domestic housing price and stock market are pretty changeable. How to handle the latest financial information and realize effective financial allocation has become a public concern. The book on the rapid reform of financial market in the past one or two years offers certain guidance and enlightenment to investors and ordinary people.

Wei ZHONG, economist, director of Institute for Financial Studies, Beijing Normal University, researcher of Institute for Financial Studies, Chinese Academy of Social Sciences, and researcher of China Society of Economic Reform.



Who's Playing behind Chinese Economy?

ISBN: 978-7-308-13515-3

Publication Date: February, 2015

200 pp

Foreign capital and enterprises have influenced China in every possible way. Their planning not only has certain impact on the trends of Chinese economy and even politics from a macro perspective but affects the daily life of Chinese people from a micro perspective. Rational thinkers, nationalists, and even ordinary people who are thought "irrelevant" care about the role foreign capitals and enterprises are playing in China. This book, adopting global game theory, rationally analyzes the impact and challenges

that foreign capital and enterprises have brought to the development of China.

Dewen ZHOU, expert in economic theory and enterprise management and the author of many works.



Saving “Made in China”

ISBN: 978-7-308-13973-1

Publication Date: November, 2014

568 pp

Threatened by growing crises, Chinese manufacturing has experienced a most difficult period. How should China respond? This book lays out the plan for saving “made in China” by examining measures such as finding new markets, policy support, innovative financing and more.

Dewen ZHOU, expert in economic theory and enterprise management and the author of many works; Canyang XIE, an independent researcher focusing on macroeconomics, monetary policy and the crisis of public relations.



The Age of Smart Business: Build the Next Generation of Unicorn in Business

ISBN: 978-7-308-17355-1

Publication time: August, 2017

208PP

Thanks to the rapid development of big data, cloud computing, super computer, AI and other technologies, human businesses will step into a brand-new smart age. This wave of global smartization will not only affect the reform process of enterprises and industries but the whole society and people’s personal life. The market of smart business, which is worth trillions of dollars, outshines even the emerging Internet+ business model. As a crucial step of Internet of Everything, the appearance and popularization of smart products are inevitable. New technologies, centering on mobile Internet, is reconstructing

every product to make them more and more smart. Only smart products will attract the attention and win the heart of consumers. As a result, smart business is for sure the most mainstream business model in the future. Focusing on “smart business”, this book explains the model from three aspects, starting from the basis. From current development, industrial chain, commercial analysis, brand shaping, entrance occupation, industrial opportunity, and other aspects, this book helps readers understand not only the nature, trend, and prospect of intelligent commerce but the practical application of intelligent commercial development and models.

Jinyu LI, special lecturer to the E-Commerce President Class of Tsinghua University, employment and entrepreneurship tutor of MBA Union of Beijing, young tutor of China Guanghua Public Welfare CCT, senior Internet analyst, design expert of Internet innovative commercial model, online marketing expert, HR expert.



Curiosity Economics: Read Economics Stories like Detective Novels

ISBN: 978-7-308-16238-8
Publication Date: October, 2016
228 pp

This is a popular economics reading. The author gives popularized interpretation to various stories and phenomena in history, literature and society from the perspective of economics. Emotion, history, life, investment and other contents are included in the book, aiming to help readers learn more during fun reading. If you are scared of

those textbook-like readings and boring mathematical formulas, this book, written in a fluent and humorous style, will be the right choice for you.

Rong CEN, columnist, senior media professional, member of Hangzhou Writers' Association.



E-Commerce of the Next Generation: Observe the Transformation Direction of E-Commerce from Five Mega-Trends

ISBN: 978-7-308-15791-9
Publication Date: June, 2016
284 pp

E-commerce has greatly altered traditional sales mode. However, it also faces the pressure of rapid

upgrading due to the development of Internet technology, the promotion of the efficiency of resource allocation, and the acceleration of the upgrading of economic and business model. How do mobile Internet era and technological development affect e-commerce enterprises? What are the tendencies of the development of e-commerce? How can enterprises transform and upgrade with the help of e-commerce? Read this book and you will find out the answers since it includes practical experiences from frontier of e-commerce industry. And that will ensure you a safe play in the upcoming e-commerce fever.

Global E-Businessmen, a periodical jointly established by Alibaba and Zhejiang Publishing United Group, aiming to serve small private businesses in China and online small businesses all over the world to help them survive, grow and develop.



Internetization: The Way of Traditional Enterprises' Self-Subversion and Reconstruction

ISBN: 978-7-308-15826-8
Publication Date: June, 2016
216 pp

Internet is everywhere. You can find it in every aspect of traditional enterprises: product R&D, marketing, advertisement, crisis management, big data, mobile Internet market development, and so on. If family businesses fail to follow the trend, the future of traditional enterprises can be pretty depressing. As a result, besides analyzing the

influence of Internet on traditional enterprises, the author also gives specific interpretation to public relations, product demand R&D, business development of big data, Internet marketing, and other aspects, aiming to offer reference to hundreds of millions of Chinese entrepreneurs or people who are interested in entrepreneurship.

Xibing ZHOU, senior expert in localization management of China.



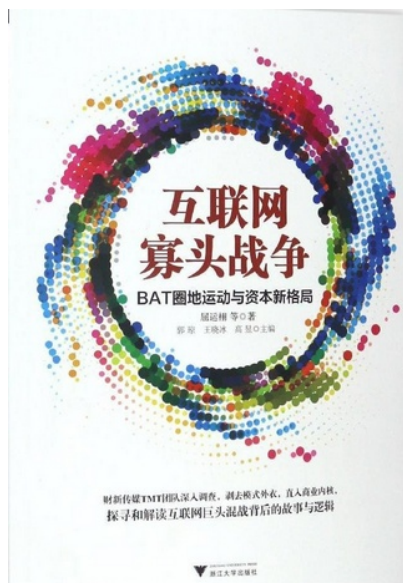
The New Business Times: Scene Revolution in Mobile Internet Times

ISBN: 978-7-308-16266-1
Publication Date: November, 2016
204 pp

Based on analysis to and research on the business cases of hundreds of major Silicon Valley companies and the marketing strategies of international brands from Silicon Valley to Tokyo,

the author expounds the prevailing business trend of the world in recently years, revealing the hottest global development. This book consists of 12 chapters. Each reveals current business trend through certain cases, all of which are the latest foreign business cases. Some of them are too new to inspire reviews in China. All of these real cases, success or failure, help readers learn precious lessons and gain necessary experiences.

Linran XU, financial writer, focusing on finance, Internet and innovative technology.



Cyber War between Oligarchs: Enclosure Movement of BAT and the New Pattern of Capital

ISBN: 978-7-308-16805-2
Publication Date: May, 2017
328 pp

Internet giants led by BAT (Baidu, Alibaba and Tencent), have extended their competition to all areas of Internet industry. It is in such intense situation that the Internet ecology of China keeps reconstructing. This book intends to re-analyze the four Internet merger and acquisition cases starting from 2015 and BAT's competition in the allocation in medical treatment, cultural entertainment, tourism and other industries, and discuss on how to make a balance between "winner-take-all" Internet logic and monopolization prevention.

Editorial Department of Caixin Media, the new media group and financial news gathering and editing team in China attaching great importance to unique views, professional qualities and social responsibilities.



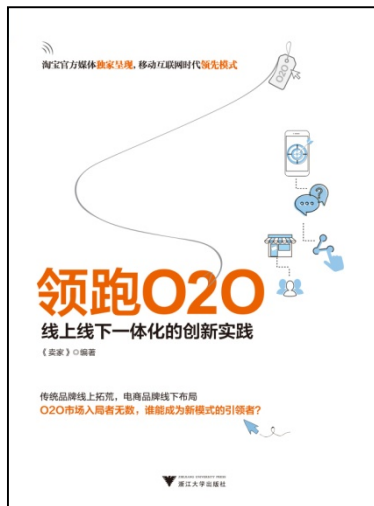
See through Internet Finance

ISBN: 978-7-308-15557-1
Publication Date: December, 2015
232 pp

As government policies become more and more tolerant to Internet finance, giants such as Alibaba, Tencent and JD all get involved in this area. An introduction to Internet finance, this book gives detailed interpretation from different perspectives including relevant concepts, relationship between Internet finance and economy, main body and market development. Traditional financial practitioner, Internet-financial practitioner or beginner, you will benefit from it.

practitioner, Internet-financial practitioner or beginner, you will benefit from it.

Shan HE, undergraduate and master of Department of Electrical Engineering, Tsinghua University, Ph.D in Finance of Tsinghua University.
Guanglei CHEN, Ph.D in Finance of PBCSF, Tsinghua University with research interests in economic cycle and monetary theory.
Zehao SHEN, undergraduate of School of Economics, Peking University.



Leading O2O: Innovative Practice of Online and Offline Integration

ISBN: 978-7-308-15240-2
Publication Date: November, 2015
180 pp

Well-developed traditional enterprise, prosperous grassroots e-business or middle, small and micro-sized community service enterprises, they all adopt O2O, a new business model. However, most entrepreneurs are still in the early stage of exploration. Selecting innovative O2O cases of more than 30 industrial leaders, this book expounds various concepts about O2O, analyzes the operation modes and development tendencies of O2O in different industries, and reveals the difficulties they confronted along the way and how they managed to transform and upgrade with the help of O2O. Rich in both cases and internal data, it helps enterprises and individuals understand, sort out and deal with O2O trend from professional O2O perspective.

E-Commerce Marketing, official media outlet of taobao.com, analyzing industry trends and grasping the direction from professional media perspective.



Not the Usual Way - Winning Logic of Alibaba

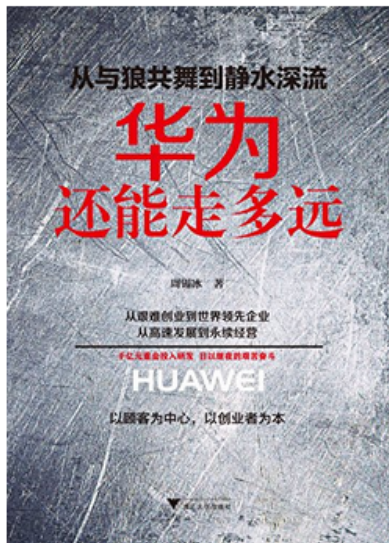
ISBN: 978-7-308-13913-7
Publication Date: October, 2014
231 pp

'Today is cruel, tomorrow crueler, but the day after tomorrow will be beautiful.'- Jack Ma

Perspective determines depth and vision the world. Looking at the world from another perspective, you will find it different from the one you used to be. The book states the growth logic of Alibaba which in essence represents the success logic of Jack Ma. Only when you touch the ground by both hands and look at the world

from different perspective can your imagination fly, your dream come closer and future clearer.

Guangsi CHEN, Ph.D from Renmin University of China with research interest on philosophy and business management; Feifei CHEN, master at the Party School of Zhejiang Provincial Committee of the CPC focusing on business management and operation study.



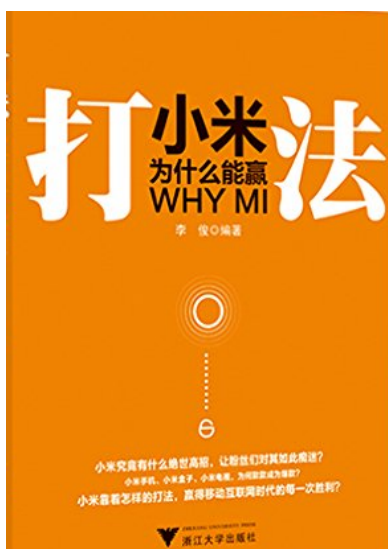
From Wolves to Gentle Water: How Far Huawei Can Go

ISBN: 978-7-308-15784-1
Publication Date: June, 2016
248 pp

Having experienced several political and economic ups and downs, REN Zhengfei, president of Huawei is extremely aware of crisis and adopts “bloody” management theory. In his opinion, developing an enterprise is exactly like keeping a herd of wolves. It is in such wolf-worshipping cultural context that Huawei manages to excel Nokia and Siemens, occupying 20% of the income of global telecom equipment

industry, and become No.2 telecom equipment supplier in the world. This book sorts out the route of Huawei’s successful development in the past 20 years and explores a full set of theories and methods about the management of intellectual labors.

Xibing ZHOU, senior expert in localization management of China.



Why MI: Key to the Success of MI

ISBN: 978-7-308-14851-1
Publication Date: July, 2016
228 pp

LEI Jun, Chinese Internet investor and founder of MI, is “Chinese Jobs” in the eyes of the public. It only took him several years to develop MI from a startup to No.1 brand of mobile phone industry in China. MI has even been listed as Top 10 in the world in terms of sales. MI phones, tens of thousands in number, are sold out several minutes after its launch. All the purchasers become “Mifans”, loyal fans of MI. Moreover, they are

willingly to introduce MI to their friends and relatives, changing them into “Mifans” too. What is MI’s magic? How does a Chinese mobile phone manage to rival Apple in public evaluation? This book will reveal the mystery of powerful MI Empire.

Jun LI, e-commerce expert, senior lecturer of Alibaba.



How GREE Becomes No.1 in the World

ISBN: 978-7-308-15428-4

Publication Date: April, 2016

260 pp

What’s the key to GREE’s achievements today? The true reason lies deep in its marketing network. There’re lots of enterprises failing to develop to a new level after reaching certain achievements due to their lack of operation teams that can make a breakthrough. Why did GREE succeed? After studying on GREE’s growth, the author comes into a conclusion – GREE has established a new model in China relying on the operation wisdom and unconventional thinking

of ZHU Jianghong and DONG Mingzhu, presidents of GREE. It is worthwhile for many enterprises to reflect and learn.

Xibing ZHOU, senior expert in localization management of China.



Revival of Haier: Subversion and Reconstruction of the Relationship between Men and Organizations

ISBN: 978-7-308-15423-9

Publication Date: December, 2015

377 pp

A world-leading household appliance supplier, Haier attracts much attention in its subversive management reform and organization transformation. Where do the goal and the essence of its reform lie? How is the actual effect going? What is Ruimin ZHANG thinking about by “turning

enterprise into a platform”, “turning employees into makers” and “making users more individual”? This book not only shows the latest practice of transforming a

traditional enterprise into an Internet enterprise and a case revolutionarily subverting and reshaping the relationship between men and organizations in new era but also explores the modes HR department should adopt to better contribute to organizations by systematically interpreting the reform history and value of Haier's HR department.

Jianfeng PENG, professor and doctoral advisor of Renmin University of China,
Peng YUN, Ph.D candidate and associate professor of Renmin University of China.



From +Internet to Internet+: Why Suning Wins

ISBN: 978-7-308-15426-0
Publication Date: December, 2015
284 pp

Leading commercial chain enterprise in China, Suning chooses self-revolution and embraces Internet without any hesitation by changing its home court from more than 1,600 offline stores to online platform. The outcome is not only critical to the commercial pattern and direction of China but the major concern of millions of Chinese entity enterprises. This book records all the Internet reforms Suning has conducted since 2009, showing how Suning realizes the “Walmart+Amazon” model which is unprecedented in the business history of China and transforms into an O2O Internet retail company.

Jun XU, contract writer of Lanshizi, media practitioner.
Dan HE, commercial reform observer, publisher of company cases.



UBER: Sharing Changes the World

ISBN: 978-7-308-15983-8
Publication Date: August, 2016
236 pp

Uber, with an estimated value of \$60 billion, has covered more than 300 cities and 55 countries, and is regarded as the founder of “shared economy”. How did Kalanick find a way out to let “shared economy” flourish all around the world? How did he manage to develop Uber into a super platform of Internet of Things? How will Uber-leading “shared economy” model alter our daily life thoroughly? Read this book, and you will find out Uber's establishment process “from 0 to 1” and its development of global distribution.

Run CHEN, financial writer, expert in enterprise history, columnist of business magazines. Research fields include enterprise history, business model, enterprise culture and corporate governance.

Xin TANG, financial writer, researcher of enterprise history, researcher of THINKTANK.



xGoogler: Dream, Innovation, Courage and Perseverance

ISBN: 978-7-308-15202-0

Publication Date: November, 2015

222 pp

xGoogler, mysterious as the name suggests, is exactly established by a batch of Chinese talents who once worked in Google. Among the talents are LI Kaifu and MI Qun, experts in sci-tech investment who brought Google to China and influenced many Internet practitioners, ZHAO Yong and LI Zhifei, who are making efforts to bring artificial intelligence to daily life, LIN Bin, who takes part in

building MI etc. Thanks to the cutting-edge technologies and their own wisdom, they are growing into the new hard core of Chinese Internet industry. What on earth makes these entrepreneurs from Google, the “DreamWorks of Talents”, stand out in Internet industry? What kind of success factors do xGooglers possess? How do they consider the situation and predict the future? What can Chinese Internet entrepreneurs learn from their experiences? Maybe we can find out the answers in this book.

Dan WANG, former senior journalist of *Global Entrepreneur*.



Jack MA: Living Makes Success

ISBN: 978-7-308-15665-3

Publication Date: April, 2016

280 pp

As more and more young men choose entrepreneurship in “Internet+” era, it has become a major concern for them to figure out how to grab opportunities endowed by the time and how to maintain and develop their companies. Missing opportunities, brain drain, low execution ability that fails to catch up with creativity, increased difficulty

of making profits... all these realities cause unspeakable pain. Consisting of entrepreneurship, personnel placement, operation and management, this book quotes Jack MA's opinions and experiences to lead readers to get the key to entrepreneurship and give advices to entrepreneur teams, helping them develop their own operation concepts and grow into excellent enterprise leaders. It is hoped that MA's entrepreneurial wisdom can enlighten after entrepreneurs to transform their ideas and conduct necessary reforms.

Shangguo ZHANG, master in finance and economics of Lanzhou University of Finance and Economics, executive editor-in-chief of Sifang Huazhang Cultural Development Institution.



The Fourth Financial Wave: Internet Finance and China's Future

ISBN: 978-7-5136-4688-8

Publication Date: June, 2017

288pp

The rise of every major modern power has been accompanied by the emergence of a brand new financial system, i.e., a system that could provide innovators with capital. Unsurprisingly, in every major financial wave, only the country riding on the top of it has emerged as a leader. To date, three such waves have swept across the globe, two of which were led by the US. Now, in the fourth wave, it is China's turn. The financial transformation China is experiencing today is right on the top of the fourth financial wave. In the foreseeable future, the reform of China's financial system will integrate "the old" with "the new"; that is, the system will include both the "internet finance", namely the new types of finance such as P2P and crowdfunding, and the "internetization of traditional finance", namely the upgrading and remaking of traditional finance through internet. Eventually, the organic integration of traditional finance and internet will become China's "new

normal” in its financial development.

Cong WU, young financial scholar, deputy president of National Academy of Development and Strategy, Renmin University of China (RUC), which is one of the first batch of High-Level Think Tanks of China, researcher of International Monetary Institute of RUC. WU's research focuses on international monetary theory and policy, Internet finance, etc.

Social & History



New Discussion on Socialist Democracy with Chinese Characteristics

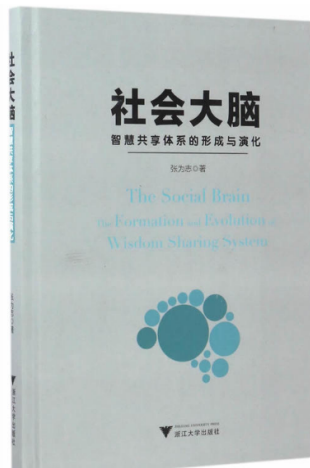
ISBN: 978-7-308-16033-9

Publication Date: January, 2017

280pp

This book makes a systematic and in-depth study on socialist democracy with Chinese characteristics, reveals historic process of its logical evolution, analyzes its features and advantages, explores current new situation and topics, handles new planning and strategic framework, expounds the supporting system, and explores its future influence under the background of “China dream”.

Zhiwen DUAN, professor of the Scientific Research Department of Theoretical Teaching of Ideology and Politics of Zhejiang University focusing on the localization of Marxism in China.



The Social Brain: The Formation and Evolution of Wisdom Sharing System

ISBN: 978-7-308-16778-9

Publication Date: May, 2017

200pp

Off-site economic civilization (also known as data civilization) is a new civilization different from natural economic civilization (aka farming civilization) and market economic civilization (aka industrial civilization) emerging under the influence of social reform triggered by intelligent technology integration. Theories related to social order, such as contract theory, naturalism, experientialism, and nature exploration, are facing unprecedented challenge. Centering on new human community (man-machine-cooperative community in the future), this book makes studies on general integration theory crossing disciplines and crossing substance and consciousness, aiming to discover and explore the growing mechanism and route of social brain to provide predictable solutions for the establishment of new man-to-man, man-to-thing, thing-to-thing social order in a super intelligent society in the future.

Weizhi ZHANG, founder of off-site economy theory, current vice-director of Center for Culture of Science, Technology and Industry, Zhejiang University, head of Study Office of Off-Site Economy, Zhejiang University, exchange professor of University of Hawaii, member of Expert Advisory Committee of China Electronics Chamber of Commerce (12 members), consultant of E-Commerce Center of Ministry of Commerce, one of the first batch of “innovation and entrepreneurship” tutors of China (Hangzhou) Cross-Border E-Commerce Comprehensive Pilot Area, executive deputy director of Payment & Settlement Institute, China Institute for Development and Reform, Central University of Finance and Economics. ZHANG has been working on investment analysis and actual operation of large-scale domestic and overseas projects for a long time, devoting himself to cross-industry and cross-discipline practice, exploration and studies. He has published many monographs, including *Off-Site Economy under the Supporting of Mobile Intelligent Client* (Zhejiang University Press, 2013) and *Off-Site*

Economic Consciousness (Zhejiang University Press, 2016).



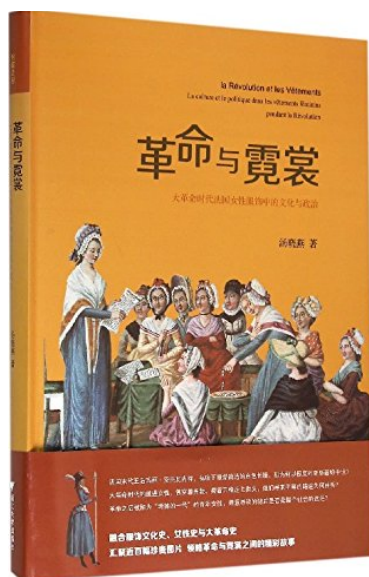
Rumors from the Han Dynasty

ISBN: 978-7-308-09129-9
Publication Date: September, 2011
324 pp

Dealing with rumors from the Han Dynasty and through investigation and study of gossips, lies or “rumors” and the related contexts as recorded in historical documentation, the author holds that these so-called rumors may help researchers of history interpret the group mentality and the social psychological atmosphere of a time and place in history, thus producing historical images in more dimensions, at more levels and with more color. It

provides a full interpretation of the “historical authenticity” of such information as well as its relationship with the particular time and place in history.

Zongli LU, Ph.D in the Department of East Asian Studies at the University of Wisconsin-Madison.



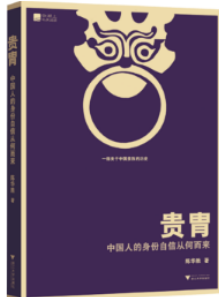
The Revolution and the Garments: Culture and Politics in Female Garments during the Revolution

ISBN: 978-7-308-15489-5
Publication Date: April, 2016
262 pp

Gender and presentation studies are the frontier of current historical science. This book, from these two perspectives, thoroughly analyzes the interactive mechanism among fashion culture, political events and social changes based on investigation into the female garments in France during the French

Revolution. Focusing on empirical graphic materials, the author picks useful materials out of over 20,000 graphics to impress readers directly. Meanwhile, she explores the politic and cultural changes behind garment material and design changes using the theories of Simmel, Bourdieu and other famous sociologists.

Xiaoyan Tang, PhD in History of Peking University works at Department of History, Zhejiang University, focusing on French female history and French history in the 18th century.



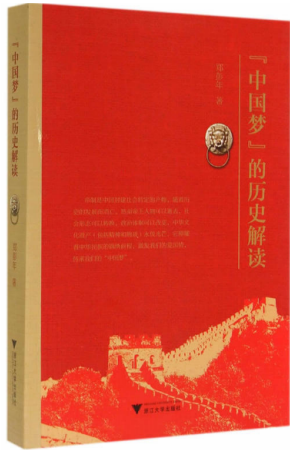
Nobility: Where Does Chinese People's Confidence in Identity Come from?

ISBN: 978-7-308-17211-0

Publication time: November 2017

This is a book about the history of Chinese nobility, summarizing the formation and development of family standings and classes in Chinese history. When did nobility form in China? In which direction did it develop? Concept of hierarchy is deeply rooted in the mind of Chinese people, creating the worst enemy of civilian politics and the biggest obstacle for the society. To what extent does family background affect our fate? You will find the answer you need in this book. Spending more than ten years studying on the topic, the author tries to reveal the history of Chinese nobility panoramically. Meanwhile, the author also sorts out the origins and distributions of Chinese family names and the formation of big families, equipping the book with high-level knowledge, ideology and readability.

Huasheng CHEN, writer of historical culture, current general manager of Hangzhou.com.cn of Hangzhou Daily Press Group.



Historical Interpretation of "China Dream"

ISBN: 978-7-308-13298-5

Publication Date: November, 2014

596pp

This book, setting culture as the main body, discusses on the rise and fall of the empires of China vertically (rise and fall of dynasties) and horizontally (development of science and culture), especially on the social conditions and economic foundation of turning dragon totem into emperor, weaving a splendid picture of prosperous Chinese civilization. A particular product of Chinese feudal society, monarchy disappeared as history keeps advancing. Although emperors are long gone and social formation and political system can be changed, Chinese cultural heritage, tangible and intangible, will last forever. It will shine our road ahead, inspire our love for our country, and inherit our dream of building a powerful country.

Pengnian ZHENG, former professor of Institute of History, Nankai University. After retirement, ZHENG went back to his hometown, starting his professional writing career in 1995. Among his many works are History of Western Culture Obtaining of Japan, History of Chinese Culture Obtaining of Japan (Hangzhou University Press, 1996 and 1999), China's Reform and Opening-up History (People's Publishing House, 2005), Embracing the Ocean: The Great Rejuvenation History of China (China Radio & TV Press, 2011), Opening History of East Asia (Zhejiang University Press, 2012), The Opium War, Sino-French War and the First Sino-Japanese War (Fudan University, 1997), etc.



State, War and the Evolution of History: China and the West

in Pre-Modern Times

ISBN: 978-7-308-14695-1

Publication Date: May, 2015

240pp

China managed to develop into a unified country after the Spring and Autumn Period and the Warring States Period and has remained unified most of the time in the following 2,000 years, while Europe has been divided ever since the Roman Empire collapsed and developed modern capitalism during the 16th and 17th centuries. Why did that happen? All these problems have long been the focuses of domestic and overseas scholars. A representative scholar on this topic in recent years, the author enjoys high reputation home and abroad. This book is a representative collection discussing the reasons of the different development models of Chinese and western histories in pre-modern times from the perspectives of political sociology and historical sociology based on the three-element framework – change, structure and discourse – put forward by the author.

Dingxin ZHAO, tenured professor of the Department of Sociology at The University of Chicago, selected talent of Recruitment Program of Global Experts introduced by School of Public Affairs, Zhejiang University in 2012. Focusing on political sociology, social movement and historical sociology, ZHAO has published Social and Political Movements, East Zhou War and the Birth of Confucian and Legalist Countries, Limitation of Democracy, and other works in China.



A History of Chinese and Western Transportation

ISBN: 978-7-308-16488-7

Publication Date: December, 2016

214pp

Part of Academic Series of Silk Road & Dunhuang Studies of Zhejiang Scholars. This book selects transportation periods and centers from the prehistoric period to Tang & Song Dynasties in FANG Hao's History of Chinese and Western Transportation. Some of the contents agree with the cultural communication of the Silk Road. This book makes detailed explanation of Chinese and western communication history focusing on Dunhuang and the Silk Road from prehistoric

period to Tang and Song Dynasties, expounds the relations among nation, religion, culture, transportation, politics and trade, makes use of Dunhuang documents and historic relics discovered in Xinjiang area in modern times, and employs related research achievements of domestic and foreign scholars, embodying the value and significance of cultural relics and documents along the Silk Road in the research of the history of Chinese and western transportation. Appended are Brief History of Western Area Operation of China and Main Idea of the Study of Dunhuang.

Hao FANG (1910 - 1980), historian and Catholic priest. His courtesy name is Jieren, and his pseudonyms include Maolu, Juechen, Shenglao, and Dunshui. FANG was successively professor of Zhejiang University, Fudan University, the Department of National Taiwan University, and School of Arts and Sciences, National Chengchi University. He worked on the history of Chinese and western transportation, history of the Song Dynasty, history of religion and history of Taiwan for a long time. His main works include History of the Song Dynasty, History of Chinese and Western Transportation, Biographies of Figures in Chinese Catholic History, Collected Works of MA Xiangbo, A Study of LI Zhizao, Self-Selected Manuscripts of Fang Hao at the Age of 60, Undetermined Self-Selected Manuscripts of Fang Hao between the Ages of 60 and 64, etc.

A Short History of the Silk Roads (The Maritime Silk Road): Changed by the World and Change the World

ISBN: 978-7-308-17647-7

Publication Date: January, 2018

256PP

Mysterious species shipped across the oceans, ambitious heroes fighting across the boundless waters...

Different dynasties rose and fell. How many secrets have been buried in this "battlefield without gunpowder", weaving into Chinese maritime history that has long been forgotten?

The Maritime Silk Road is unique. It is a great sea route with a history of thousands of years and covering an area of thousands of miles.

As a result, we are influenced and changed by the world. But what really matters is that we have started changing the world ever since then.

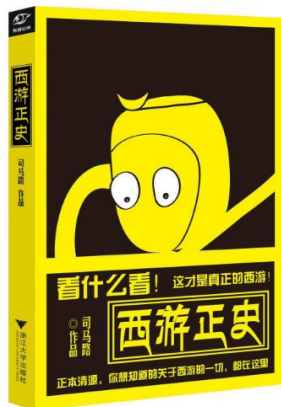
Yemin GUO, history buff, columnist and special contributor to *National Humanity History* magazine.

Coming Soon

A Short History of the Silk Roads (The Land Silk Road)

What is the Silk Road? What is the real history of the Silk Road? The dull details, including time, place and character, and highlighted memories in class or history textbooks? Or the harem fight drama with ancient appearance yet modern soul? Neither of them is true. How did the Land Silk Road enhance the prosperity of Baghdad in Middle Ages? Who cleared all the obstacles along the way? What mysteries did those disappeared oases and ancient countries carry? Read this book and you will find the answer you need.

Yemin GUO, history buff, columnist and special contributor to *National Humanity History* magazine.



The Real History of Journey to the West

ISBN: 978-7-308-16521-1

Publication time: December, 2016

296PP

One of the most famous legends in China, *Journey to the West* has many characters that are known to every household over the past hundreds of years. People are used to thinking that *Journey to the West*, as a story and a legend, is totally fictional. However, after looking up large quantities of historical materials, the author analyzes the novel meticulously in every single detail and creates a real version of the journey to the west based on official historical materials. Did those familiar plots and important figures really exist in history? Read this book and you will find the answer. It will not only show you the unique charm of *Journey to the West* but present an incredible, real journey to the west.

Lu SIMA, history buff, former middle school history teacher. His works include *Code of the Han Dynasty*, *Fifty Years in Late Han Dynasty*, etc. Integrating official history with fictional style of writing, SIMA explains national destiny and interprets human nature in his works. Such style of historical writing, which makes him unique among his peers, is regarded as a new style of *Records of the Great Historian* by his readers.

A Cool History of the Spring and Autumn Period and the Warring States Period: When Our History Is in Puberty

Publication time: January, 2018

Strictly speaking, China in the Spring and Autumn Period and the Warring States Period, which lasted for more than 2,000 years, was a feudal society. It was also a time when China was in her puberty. People at that time were staunch, straightforward, brave, upright, and free-minded – precious characteristics rarely seen in Chinese nowadays. System of enfeoffment was one of the most important reasons why they managed to keep their individual personality to a certain level. Numerous incredibly fun stories and figures appeared in that “puberty”, creating an interesting and brave China. The author picked details – domestic affairs, diplomacy, wars, emperors, swordsmen, civilians or anecdotes – worth digging out of *Strategies of the Warring States*, *Records of the Grand Historian* and other historical works, and guides readers to reflect on the past and the present and recall the spiritual origin of Chinese people.

Qingsong LIU, freelancer and scriptwriter. He has written several works.



No Longer Emperor: The Collapse of Sui Dynasty

ISBN: 978-7-308-16296-8

Publication time: November, 2016

272PP

“The richness of Sui Dynasty and the prosperity of Han and Tang Dynasties are incomparable.”

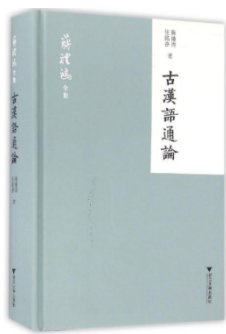
“Charity barns are all full with grains throughout the country. Rewards and feats are awarded abundantly. It is a scene that has never been seen since Wei and Jin Dynasties.”

However, such a prosperous dynasty lasted only for 30 years.

His command of digging the Grand Canal, which remains to be the main

artery of south-north transportation, and starting a war against the area west of Liao River caused the destruction of SUI Dynasty. Was he a villain who killed his father and brother or an ambitious emperor? Is he a criminal who went against the trend of the times or a gifted scholar of literary talent? With easy, humorous, fluent language, this book reveals a grand painting depicting flourishing Sui Dynasty, tells you the legends about Emperor Yang of Sui, including how he ascended the throne, whether he killed his brother, and how he died, and analyzes the reasons why Sui Dynasty collapsed.

Ruo DU, PhD in Engineering. He favors humanities and has published several works.



A General Theory of Ancient Chinese Language

ISBN:978-7-308-15150-4

Publication Date: July, 2016

284pp

This book is a relatively complete, enriched, and self-organized work on ancient Chinese. Consisting of 20 chapters, it broadly discusses such specialized items as philology, phonology, exegetics, explanation of special meaning of words, sentence pattern, flexible use of parts of speech, special words, different grammar in ancient and modern times, rhetoric, bibliography, etc. The characteristics of this book are as follows: 1. Focus on vocabulary; 2. As to grammar, point out grammar problems different from modern Chinese and expound in the context of sentence pattern instead of making overall narration from the perspectives of morphology and syntax in a normal way; 3. Unlike common textbooks on general theory, pay attention to expound ancient Chinese based on ancient literature; 4. Indicate the means of ancient Chinese research and reveal important principles of ancient Chinese, such as “meaning exists in pronunciation” and “similar pronunciations suggest close meanings”; 5. Related materials of important reference value written by people of the ancient and modern times are provided in the appendix.

Lihong JIANG (1916 - 1995), famous linguist, scholar of Dunhuang Studies, expert of dictionary. His courtesy name is Yuncong. He was born in Jiaxing, Zhejiang in February 1916 and died on 9th May 1995. JIANG was professor of the

Department of Chinese language and literature of Hangzhou University (incorporated into Zhejiang University in 1998), part-time professor of Institute of Ancient Books, Hangzhou University, doctoral supervisor of the Department of Chinese language and literature of Hangzhou University, vice-chairman of Institute of Language and Literature, Institute of Dunhuang and Turfan Studies of China, vice-chairman, chairman and honorary chairman of Zhejiang Language Association, vice-chairman of Zhejiang Dunhuang Association, associate editor of Chinese Dictionary, editorial board member and branch editor-in-chief of Cihai, consultant of Dunhuang Research Center, Hangzhou University, member of Jiusan Society.

Research on Urban Development Series



Research on the Economic, Scientific, Cultural, Educational

and Management Development Strategies of Smart Cities in China

ISBN: 978-7-308-15941-8

Publication Date: June, 2016

292pp

“Research on the Construction and Enhancement Strategies of Smart Cities in China” series is based on an important consultation and research project of China Academy of Engineering of the same name. It is also one of the projects focusing on the research of China’s medium and long-term development strategies.

One title of the series, this book is based on the research of a sub-topic – “Research of the economic, scientific, cultural, educational and management strategies of smart cities”.

Ruiqing XU, academician, group leader of “Research on the economic, scientific, cultural, educational and management strategies of smart cities”, expert of technological innovation and management, professor and doctoral supervisor of Zhejiang University, former member of Degree Committee of the State Council and the Management Subject Consultative Group of National Natural Science Foundation of China. XU has not only published 12 monographs and textbooks and over 250 theses but been invited to give speech in more than 30 countries and regions all over the world.



Research Group of the Construction and Enhancement

Strategies of Smart Cities in China

ISBN: 978-7-308-14692-0

Publication Date: December, 2016

192pp

“Research on the Construction and Enhancement Strategies of Smart Cities in China” series is based on an important consultation and research project of China Academy of Engineering of the same name. It is also one of the projects focusing on the research of China’s medium and long-term development strategies.

One title of the series, this book is based on the research of a sub-topic – “Research of the economic, scientific, cultural, educational and management strategies of smart cities”.

Yunhe PAN, academician, group leader of “Research on the Construction and Enhancement Strategies of Smart Cities in China”, expert of computer application, professor and doctoral supervisor of Zhejiang University, executive deputy-president of China Academy of Engineering, member of the standing committee of the 12th CPPCC, director of the Foreign Affairs Committee, current member of Degree Committee of the State Council, consultant of China Association for Science and Technology, honorary president of the council of China Society of Image and Graphics, one of the pioneers in the field of intelligent CAD and computer art in China.



Research on Information Environment Construction and Big

Data Strategies of Smart Cities in China

ISBN: 978-7-308-15801-5

Publication Date: June, 2016

392pp

“Research on the Construction and Enhancement Strategies of Smart Cities in China” series is based on an important consultation and research project of China Academy of Engineering of the same name. It is also one of the projects focusing on the research of China’s medium and long-term development strategies.

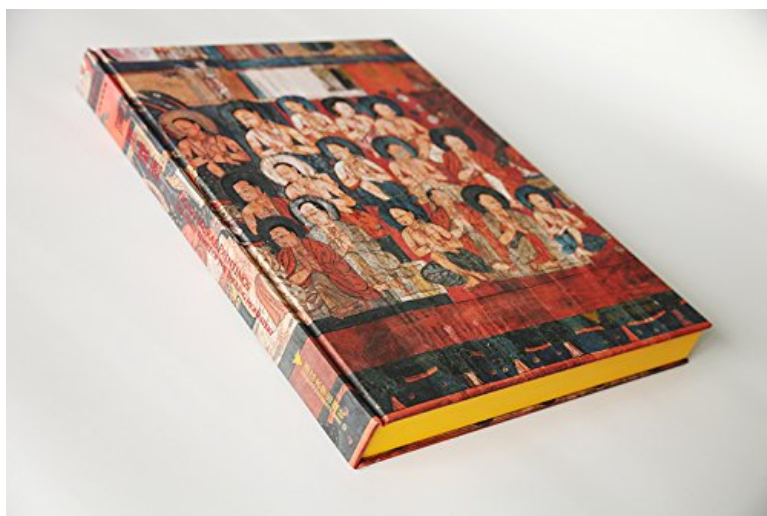
One title of the series, this book is based on the research of a sub-topic – “Research of the economic, scientific, cultural, educational and management strategies of smart cities”.

Deyi LI, academician, group leader of “Knowledge center and information processing of smart cities”, expert of command automatization and AI, current researcher and deputy director of No.61 Institute of China PLA General Political Department, deputy president of the council of Chinese Institute of Electronics and Chinese Association for Artificial Intelligence, academician of International Academy of Sciences for Europe and Asia. LI has participated in the research and development of several important projects of electronic information system.

Art & Culture

Painting Albums

Ngari Mural Paintings: The White Temple of the Tholing Monastery



ISBN: 978-7-308-14877-1

Publication Date: July, 2015

314PP

When it comes to the art of Tibetan Buddhism painting, Ali painting distinguishes itself from its counterparts by the unique artistic appeal and



aesthetic sentiment which constitutes an exceptional art genre and presents a multicultural characteristic. In the history of Tibetan art or even Chinese art, Ali painting boasts high value of artistic appreciation and religious cultural research. The existing painting in Ali area provides significant material for us to recognize and study the religious cultural relationship between ancient Ali and the neighboring countries and regions. The rich cultural information contained in Ali painting testifies to the extraordinary example of Ali culture and art in the innovation of multiracial religious culture and art. The book mainly describes the vibrant painting style and artistic characteristics of painting in white temple of Tholing monastery via the pictures of paintings there.

Tibet Autonomous Region Ali Culture Bureau.

A Selection of Sichuan Museum's Collections of Ancient Painting



ISBN: 978-7-308-09547-1

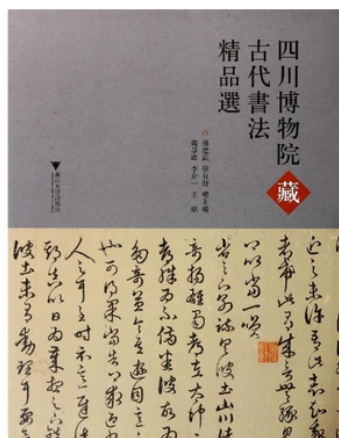
Publication Date : August, 2012

303PP

This book presents Sichuan Museum's collection of paintings from China's Yuan, Ming and Qing Dynasties, including those about landscape, birds and flowers, and figure painting.

Sichuan Museum was founded in the early 1940s. Since then, the museum collection has grown to more than 300,000 pieces, which makes it the sixth largest in China.

A Selection of Sichuan Museum's Collections of Ancient Calligraphy



ISBN: 978-7-308-11395-3

Publication Date: December, 2013

360PP

This book selects ancient Chinese calligraphy works of different periods collected by Sichuan Museum, including cursive script, official script and small seal script from Tang, Song, Yuan, Ming, and Qing Dynasties.

Sichuan Museum was founded in the early 1940s. Since then, the museum collection has grown to more than 300,000 pieces, which makes it the sixth largest in China.

A Selection of Jilin Provincial Museum's Collections of Ancient Painting



ISBN: 978-7-308-14586-2

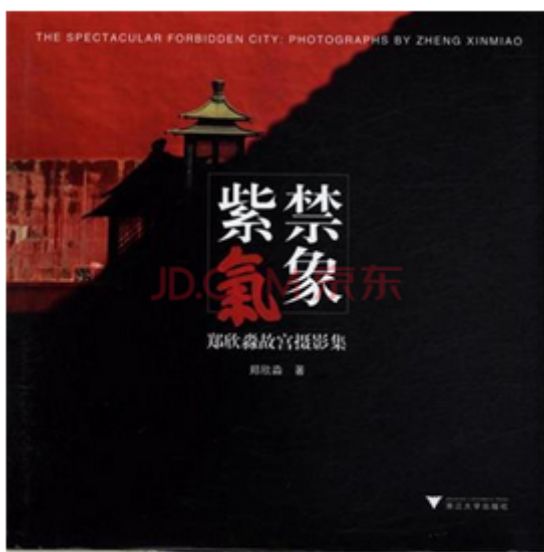
Publication Date: May, 2015

314PP

This book contains 61 ancient Chinese paintings from Song Dynasty to Qing Dynasty collected by Jilin Provincial Museum, which reproduce the charms of traditional art. The paintings selected in this book include not only the masterpieces of ancient masters, but also unique works of ordinary painters with their rare, but high-level art style, and even anonymous masterpieces. This book will be helpful to understand and study the ancient Chinese painting and calligraphy.

Mubao ZHAO, vice president of Jilin Provincial Museum.

The Spectacular Forbidden City: Photographs by Zheng Xinmiao



ISBN: 978-7-308-15585-4

Publication Date: April, 2016

258PP

As an important carrier of the world's cultural heritage and Chinese civilization, the Forbidden City (also known as the Imperial Palace) has provided endless inspirational sources for photographers, with magnificent palace buildings and precious relics through the ages,. Imperial Palace has made many photographers successful; some spent their lives taking photos of the Imperial Palace, to interpret the value and significance of the Forbidden City through their lens, and to promote the culture of the Forbidden City.

Xinmiao ZHENG, Dean of the Imperial Palace, a famous contemporary Chinese scholar, expert on traditional Chinese art history.

**Traditional Chinese Art
History & Archaeology
Zhejiang University Journal of Art and Archaeology**



Zhejiang University Journal of Art and Archaeology is a publication focusing on art history and archaeological researches whose compilation was started in 2014 by the Research Center of Arts and Archeology of Zhejiang University. It publishes theses on art history, archaeological and material culture researches and other fields.

The editorial board consists of 11 members: Robert Bagley, Bai Qianshen, Lothar von Falkenhau sen, Xie Mingliang, Li Ling, Li Yumin, Miao Zhe, Shi Shouqian, Sofukawa Hiroshi, Peter C. Sturman and Alain Thote.

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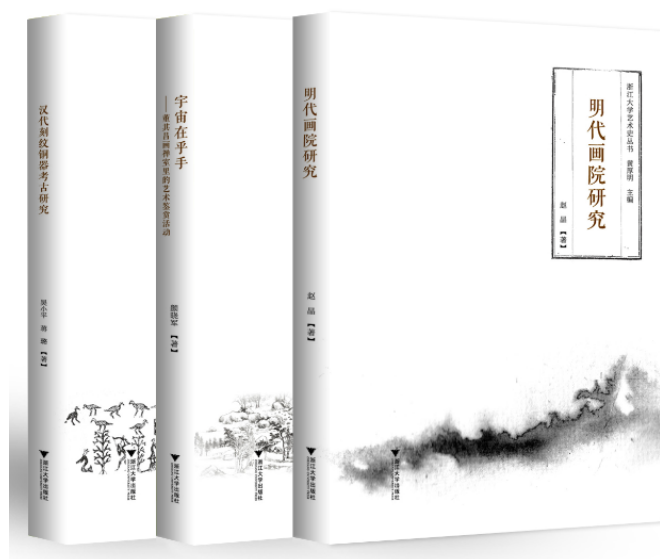
About the Editor-in-Chief & the Research Center:

Zhe MIAO, editor-in-chief of the book, is a famous scholar on western and Chinese art histories. He keeps publishing articles on *Southern Weekly*, *Duku*, *Dushu* and other humanistic papers, journals and magazines, receiving praise from domestic and overseas intellectuals as well as admiration from readers. His works include *Huozaoji* and translations *Urn Burial*, *The Compleat Angler*, *The Natural History of Selborne*, and *Edmund Burke's Three Speeches on America*. He is now working at Zhejiang University.

The Research Center of Arts and Archeology, located at the Cultural Heritage Institute, Zhejiang University, was sponsored by Professor Fang Wen of Princeton University. One of the purposes of the institute is to accelerate the establishment

of art history subject in China and connection with the subjects of international universities.

Series of Zhejiang University Art History



1- *The Cosmos in Hand: Dong Qichang's Art Appreciation Activities in His Painting Room*

ISBN: 978-7-308-14562-6

Publication Date: September, 2015

348PP

This book consists of four independent yet progressive chapters. The first chapter starts with the life story of Dong Qichang, analyzing the reason why he chose art instead of politics under the sophisticated social background of the late Ming Dynasty. Mainly included in this chapter are the public morals of the late Ming Dynasty, circulation of calligraphy works and paintings, appraisal between true and false, and other contents. The second chapter relates Dong Qichang's artistic life at his hometown. Although many of his appraisal work did have something to do with his official career, it was his life out of office that truly mattered. He used to invite his friends over to join the tasteful appraisal gatherings held in the luxurious gardens and mansions he built in Songjiang. Among all his collections, Dong Yuan's works played a critical role. The third chapter discusses Dong Qichang's view of calligraphy, which emphasizes his attention to regular script in small characters and his worship to artists of Jin Dynasty, by studying the engraving of Xi Hong Tang Tie. Through relevant meticulous study, he revealed the origin and evolution of calligraphy collection in the late Ming Dynasty. The last chapter relates the relationship between his sightseeing tours and appraisal of calligraphy works and paintings, and explores his understanding of calligraphy and painting arts as well as how he developed his own artistic view by studying his artistic communication with Chen Jiru, Wu

Zhengzhi and other artists.

Xiaojun YAN, born in 1982, graduated from China Academy of Art, Doctor of Art History. He's been engaged in the study of the Chinese painting and calligraphy creation and research, focused on the history of ancient Chinese art, especially Dong Qichang and Yuan, Ming and Qing art.

2- *Study on Painting Academy in Ming Dynasty*

ISBN: 978-7-308-13962-5

Publication Date: November, 2014

444PP

The book investigates more than two hundred years' development of painting academy in Ming Dynasty from a 'historical' perspective, and tries to give a clearer picture of painting academy in Ming Dynasty.

Jing ZHAO, post doctoral researcher at Faculty of Humanities and Arts, Zhejiang University. She's involved in 'Ancient Chinese Painting' project and has done extensive research on the history of painting academy in Ming Dynasty.

3- *Archaeological Studies of the Engraved Bronzes in the Han Dynasty*

ISBN: 978-7-308-14527-5

Publication Date: July, 2015

152PP

On the basis of an overall collection of relevant data, this book divides the carved bronzes of Han Dynasty into three classes according to the differences in types and patterns, and discusses their features in shapes, pattern themes, layout and space and time distribution. Besides, it also tries to sort out the development sequence of carved bronzes in different areas. By studying the relationships between those areas, the author lays the foundation for the exploration of the origin, and finally finishes the overall genealogical study on the development and changes of carved bronzes of Han Dynasty. Relevant features and application are also included in the final part.

Xiaoping WU, professor of Archeology, Ph.D. supervisor at School of Humanities, Zhejiang University. His research is on Chinese archeology, focusing on the study of material culture in the Han and Tang Dynasties. He has published a number of papers, including, among others, "Bronze Vessels of the Six Dynasties Archaeological Research", "Preliminary Study on the Han Dynasty Square Plate Decoration". He also published such monographs as *Han Dynasty Bronze Vessel Archaeological Research*, *Zhejiang Chuan Liu Jia Gou Cemetery*.

Fu Shen's Twelve Lectures on the History and Connoisseurship of Calligraphy & Painting



ISBN: 978-7-308-16340-8

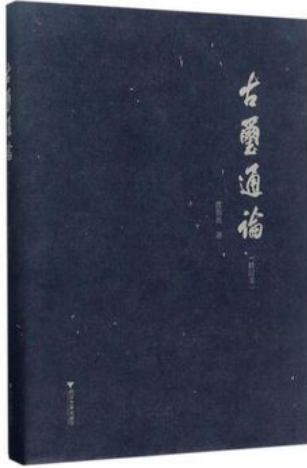
Publication Date: March, 2017

452PP

Professor Fu Shen gave 12 lectures on the history and connoisseurship of traditional Chinese calligraphy and painting at Xixi Campus, Zhejiang University from March to April 2015. This book is the collection of all his 12 lectures.

Fu Shen, born in 1937, obtained his Ph.D. in Chinese history, art and archaeology from Princeton University, and is director of Chinese Art Department, Freer Gallery of Art, the United States since 1979.

An Introduction to Ancient Royal Seals (revised edition)



ISBN: 978-7-308-13267-1

Publication Date: June, 2017

246PP

This book makes detailed argumentation on ancient royal seals from various perspectives including age, property classification, character interpretation, nationality, as well as their relationships with the formation and development of engraving art, and meanwhile makes historical review on ancient royal seal research in the 21st century. With powerful textual research, innovative opinions and substantial contents, this book explains profound theories in simple language, endowing it with high academic and artistic values.

Jinyan CAO, former deputy curator of Zhejiang Provincial Museum and director of Zhejiang Provincial Cultural Relics and Archaeological Research Institute, Cao focuses on ancient writing and cultural relics research. His works include *Royal Seals in Ancient Times*, *General Investigation of Bird-Worm Seal Script*, *Workbook of Bird-Worm Seal Script*, *Collected Works of the Proof and Explanation of Oracle Bone Script*, *Wordbook of Oracle Bone Script*, *Selected Works of Inscriptions in Shang, Zhou and Jin Dynasties*, etc.

Compilation of Ma Yifu's Calligraphic Theory

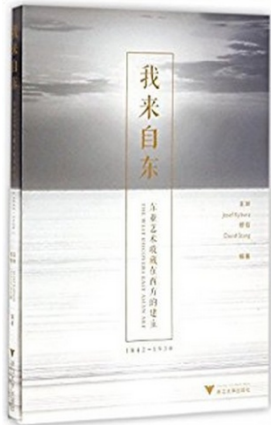


ISBN: 978-7-308-16641-6
Publication Date: May, 2017
352PP

This book is a compilation of and a supplement to Ma Yifu's Calligraphic Theory. MA Yifu was an erudite and informed Chinese modern ideologist and one of the early representatives of modern Neo-Confucianism who had a thorough knowledge of both western and traditional Chinese cultures. He had a good command of ancient philosophy, literature and Buddhism and was proficient in calligraphy. By integrating early cursive script and clerical script of Han, he created a new style of his own. Being admired as "a leading authority of Chinese calligraphy" by Feng Zikai, Ma is a great calligrapher renowned all around the world.

Jinghan DING, born in 1931 in Hangzhou, is the granddaughter of MA's elder sister. Growing up with MA, she started to study and sort out MA's posthumous works after her retirement. As a direct inheritor of MA's vast cultural heritages, she took part in the compilation and proofing of *Collected Works of MA Yifu*, *Posthumous Manuscripts of Mr. MA Yifu* and other books.

The West Discovers East Asian Art



ISBN: 978-7-308-16243-2

Publication Date: October, 2016

188PP

The West Discovers East Asian Art is published in conjunction with the exhibition of the same title. It contains two essays, explaining in detail the setting up and development of collections of East Asian art and culture in the West. The book also includes entries of the rare books displayed in the exhibition, covering many important works (including exhibition and auction catalogues) on the study of East Asian art from 1842 to the mid-20th century in the West. These books, all of which are from the new acquisitions of the Zhejiang University Library, have reflected the history of collecting East Asian art in the West and the ideological change during the process over a century. Each book is given a detailed description along with exquisite illustrations of the cover and contents.

Shen WANG, curator of Zhejiang University Museum of Art & Archaeology. Major research area is calligraphy and painting of the Ming and Qing dynasties, the study of Asian art.

Josef Kyburz, expert of Centre National de la Recherche Scientifique, Paris. Major research area is Japanese and Chinese culture.

Zhe MIAO, professor of the Cultural Heritage Institute, Zhejiang University, consultant director of the Zhejiang University Museum of Art & Archaeology. Major research area is the study of Chinese art and culture.

David Stang, independent scholar. Major research area is art history.

Identification of Dwelling in the Fuchun Mountains



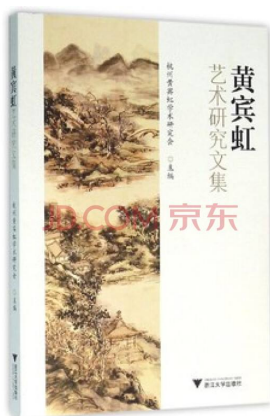
ISBN: 978-7-308-08021-7

Publication Date: August, 2011

758PP

Gongwang HUANG, an artist in Yuan Dynasty, started creating *Dwelling in the Fuchun Mountains* at the age of 79. This famous painting has been drifting from place to place for hundreds of years. Former Chinese Premier Wen Jiabao once said: "I know a half (of the painting) is in a museum in Hangzhou and the other half at National Palace Museum, Taipei. I hope the two halves can be united as one some day... This is a wish not only for the painting but for people of both sides." This set is divided into 2 volumes – *Identification: Collected Works of Argumentation and Research* and *Identification: Research on Argumentation History and Textual Research on Reality and Original Appearance*.

Collected Works of Artistic Research on Huang Binhong



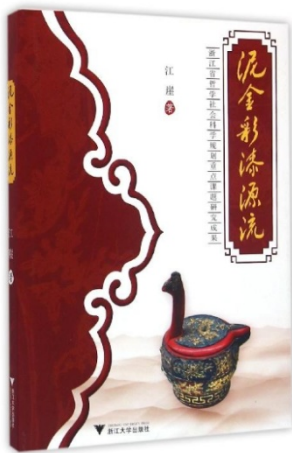
ISBN: 978-7-308-15634-9

Publication Date: April, 2016

180PP

Huang Binhong (1865 – 1955) is a famous modern Chinese landscape painter. Huang adopted a fresh and refined style in early years, but his style became heavier and more intensive in his old age, making his works pretty calming. This book collects Chinese art theorists' discussion on Huang's artistic thinking, philosophical system, artistic style, cultural position, and his influence on and value to contemporary art, and hopes to provide some new perspectives and opinions for the cultural and historical research of contemporary world.

Golden Delicacy: Origin and Development of Colored Lacquer



ISBN: 978-7-308-15403-1

Publication Date: May, 2016

180PP

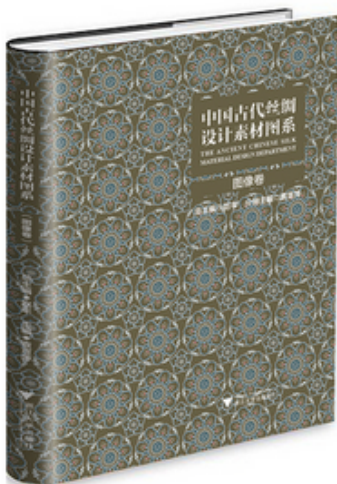
Colored lacquer with gold paint is an endangered traditional Chinese craft dating back to Hemudu culture more than 7,000 years ago. At that time, people living in Southern China (mainly in Ningbo, Zhejiang) foliated and ground gold and silver, and then added paints to color, trace or fill the patterns on the surface of woodwares. After that, they would elaborately decorate the woodwares with clamshells, mirrors and other materials to dress those wooden or bamboo wares up. During his diplomatic trip to Japan, Jianzhen, a Chinese monk in Tang Dynasty, took statues of Buddha, articles of daily use and other lacquer decorations, which were all made with the craft of colored lacquer with gold paint, from Ningbo, significantly influencing the development of folk lacquer art in Japan. As people's concepts and habits of life keep changing, colored lacquer with gold paint is no longer a necessity in daily life. It has disappeared in common peasant families. Inevitably, this traditional craft is now in bad need of protection and inheritance. This book systematically sorts out the history, development, techniques, representative inheritors and representative works of this craft with illustrations, making great contribution to protecting and popularizing it.



Ya JIANG, research scholar on lacquer art. Published works include *Introduction of Chinese Lacquer Art* and *The Development History of Chinese and Foreign Art Comparison*.

Textile & Silk Culture

Ornamental Patterns from Ancient Chinese Textiles Mounting Silks :Patterns



ISBN: 978-7-308-15572-4

Publication Date: March, 2016

224PP

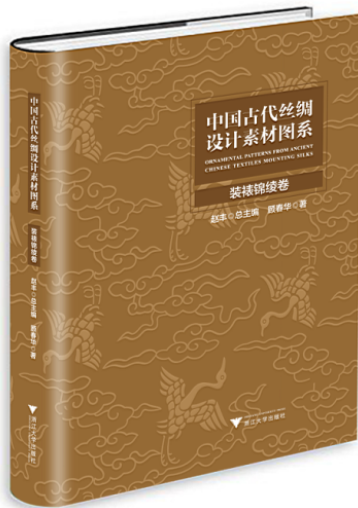
This book has been compiled by picking 250 graphics out of more than 1,000 relatively distinct fabric graphics of ancient graphic materials, including historical paintings, temple frescoes, New Year paintings, illustrations, Buddhist Shuilu paintings, and digitizing them into vector diagrams using computer

software, so as to extract basic elements, patterns, frameworks and color schemes.

Some of the patterns are similar to existing materials while others have never been seen before, making them a great supplement to the gallery of ancient Chinese fabric patterns. These patterns are valuable references for art circles, design circles, textile & clothing circles and every single amateur of art and fashion, providing a wide range of help for not only students but professionals.

Xuanping YUAN, professor of School of Arts, Zhejiang University of Technology. Yuan mainly works on research and teaching of design history and has published several books on the development of Chinese fabric history.

Ornamental Patterns from Ancient Chinese Textiles Mounting Silks: Mounting Brocades



ISBN: 978-7-308-17431-2

Publication Date: October, 2017

176PP

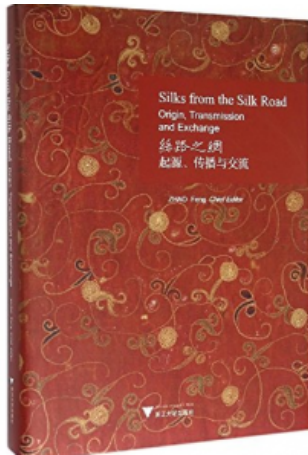
One of the products of ancient Chinese culture, mounting of calligraphy works and paintings is a special decoration craft deriving from traditional calligraphy and painting art. Despite being a subsidiary part, it also bears historical, artistic, and humanistic information just like calligraphy and painting. It has kept developing and enriching over more than 1,000 years. Focusing on the silk patterns of mounting of calligraphy works and paintings, this book collects and sorts out the decorative silk patterns of part of the ancient calligraphy works and paintings collected by museums all over the world, including The Palace Museum, National Palace Museum, Shanghai Museum, National Museum of China and other domestic museums, as well as Metropolitan Museum of Art, Saint Louis Art Museum, Freer Gallery of Art, British Museum, Tokyo National Museum and other overseas museums. By recording pattern names, color configuration, basic frames, pattern restoration and other information, this book not only broadens

the vision of researches on traditional Chinese pattern but provides references for the creation of artworks such as ancient and modern mounting of calligraphy works and paintings.

Feng ZHAO, current curator of China Silk Museum, director of Chinese Center for Textile Identification and Conservation. Main research fields: Chinese silk history, identification and conservation of textile antiques, Chinese and Western cultural exchange along the Silk Road.

Chunhua GU, current associate professor of Textile and Garment College of Anhui Polytechnic University. Main research field: art design of dyeing and weaving.

Silks from the Silk Road: Origin, Transmission and Exchange



ISBN: 978-7-308-15089-7

Publication Date: March, 2016

228PP

云纹玉兰



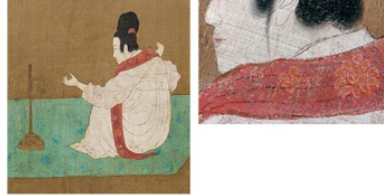
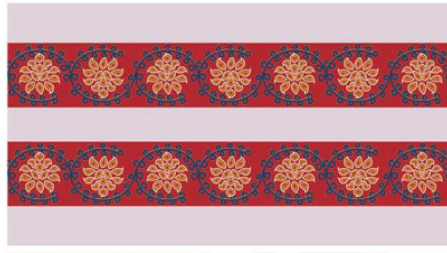
清：戏剧图谱“化身”

北京国家图书馆藏

此图为国家图书馆藏清代戏剧人物扮相图谱，为案图中的“化身”扮相。纹样取自人物的上衣，蓝色地上点缀白色玉兰；四方连续，满地排列。纹样风格敦实，花地分明，风格清新自然。

北京图书馆·北京图书馆藏升平署戏曲人物画册·北京：北京图书馆出版社，1997。

卷草莲花



唐：《捣练图》

美国波士顿艺术博物馆藏

如前所述，《捣练图》是唐代画家张萱的杰作，现藏美国波士顿艺术博物馆的传为宋徽宗摹本。本纹样选自第二组缝纫捣练中坐在地上理线的仕女之披帛，大红色为地，以波流那垂曲的蓝色枝蔓为骨架，骨架内填粉色莲花，花头朝上或朝下相间隔列，二方连续，这种构成形式一般称为“卷草”。纹样线条优美，用色浓丽，纹样随意地挂在一袭白衣之上，色彩对比鲜明。

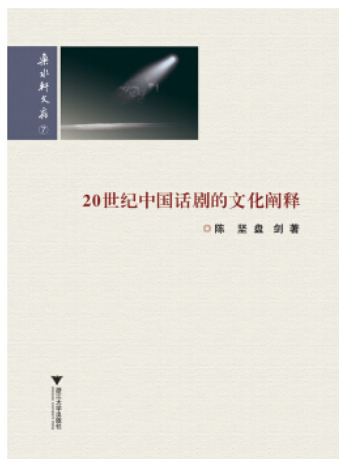
浙江大学中国古代书画研究中心·宋画全集《第6卷第1册》·杭州：浙江大学出版社，2008。

Sample pages of the book

This is a catalogue based on an exhibition organized by China National Silk Museum, showcasing 140 silk products/relics from 27 museums and institutions of the country, most of which have never been published, though very important and interesting.

Chief editor of the book, Feng ZHAO, current curator of China Silk Museum, director of Chinese Center for Textile Identification and Conservation. Main research fields: Chinese silk history, identification and conservation of textile antiques, Chinese and Western cultural exchange along the Silk Road.

Chinese Modern Play Probing into Chinese Stage Play in the 1900s



ISBN : 978-7-308-17584-5
Publication Date: October, 2017
464PP

Unlike traditional Chinese operas of wide varieties and long history, Chinese modern play, as an art form learnt from the western world, has a history of only over 100 years in China. How did drama start spreading in China? How was it integrated into the historical process related to the destiny of the country and the nation? By what social, historical and cultural factors was it influenced? What kinds of evolution and progresses has it experienced? This book sorts out the cultural structure and historical process of Chinese drama from the perspective of socio-cultural theory and makes preliminary analysis to representative streams and schools in drama as well as playwrights along with their works.

Jian CHEN, former director of Department of Chinese Language and Literature of Hangzhou University researching on modern drama, Yan XIA and Xun LU.

Life & Literature of Xia Yan



ISBN: 978-7-308-17585-2
Publication Date: October, 2017
568PP

This book depicts the life and cultural growth experience of Yan XIA.

Yan XIA (1900 – 1995), one of the pioneers and main leaders of left-wing Chinese Play Movement in the 1930s. Focusing on the life and experience of ordinary intellectuals and citizens in a time of great change, his screen plays and drama scripts depict the daily life and intrapsychic conflicts of ordinary people to convey signals for social politics and revolution.



Yan XIA with his pen

In this way he made readers and audience hear the footsteps of the coming age and perfectly integrated sociopolitical awareness and political enthusiasm with artistic creation. Xia, sensitive and thoughtful, was good at observing and analyzing in a calm way, which endowed him with a typical oriental artistic style – unhurried, restrained yet touching.

Xia's well-known works included screen plays *Raging Waves*, *The Spring Silkworms*, drama scripts *Biology of QIU Jin*, *Sai Jinhua*, *The Fascist Bacillus*, *Under the Eaves of Shanghai*, reportage *Indentured Labourer*, and several theoretical works in drama.

Jian CHEN, former director of Department of Chinese Language and Literature of Hangzhou University researching on modern drama, Yan XIA and Xun LU.

The Art World of Xia Yan



ISBN : 978-7-308-17582-1

Publication Date: October, 2017

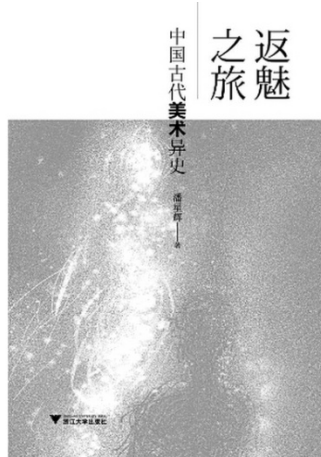
428PP

This book studies the style and features of modern Chinese playwright Xia Yan.

Jian CHEN, former director of Department of Chinese Language and Literature of Hangzhou University researching on modern drama, Yan XIA and Xun LU.

Popular Arts

Journey to Re-enchantment: An Alternative History of Ancient Chinese Art



ISBN : 978-7-308-16546-4

Publication Date : April, 2017

190PP

English translation sold in Australia.

This book is akin to *Midnight in Paris* directed by Woody Allen. The author creates a college student and an imaginary ceramic lady. Together they travel through time, come across several key figures in Chinese art history and take part in many important events in person. On the basis of precise textual research and a great deal of references, the author traces some important historical events in special writing style, showing the readers how Chinese art history is affected and guided by these events, leading to the artists and masterpieces we know well today.

Xinghui PAN, associate professor at Department of History, School of Humanities, Shanghai Jiao Tong University, focusing on political history and institutional history of Ming and Qing Dynasties.

Unusual Chinese Painting History



ISBN : 978-7-308-12456-0

Publication Date : April, 2014

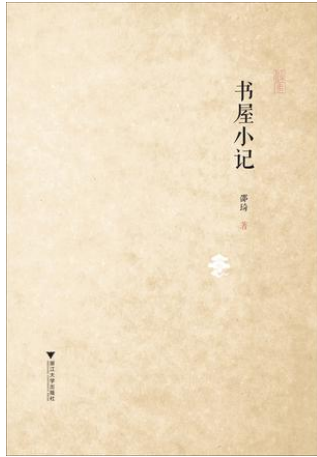
328PP

English translation sold in Australia.

This book relates the life stories of near 100 famous Chinese artists in different periods, restoring their images in humorous, informal style and popular language. In this way, Chinese art history is shaped into plump human body in the eyes of readers.

Yiwen WU, reporter, artist and photographer. WU has excellent painting and calligraphy skills.

Thoughts of A Current Chinese Man in His Traditional-Style Study



ISBN : 978-7-308-11841-5

Publication Date : October, 2013

218PP

Study culture has been in the blood of Chinese scholars since ancient times. Nothing can compare with the fun of writing your own minds and ambition out in a quiet, elegant and unique study filled with your favorite stationery and antiques. This book consists of the author's perception of traditional Chinese painting and calligraphy, comparison between eastern and western arts, lifestyles and history in the form of 344 items, which were all written in his study. Some of them are as short as philosopher's lines, while others are long enough to expound his own point of view. From this book you can get to know how contemporary Chinese scholars who have inherited traditional Chinese art techniques and spirits regard the history, culture and arts of the eastern world.

Qi SHAO, painter of Shanghai Painting and Calligraphy Academy, director of the Academic Board of Shanghai Painting and Calligraphy Academy, associate editor of *Calligraphy and Painting Reader*, published abundant paintings and artistic research results.

Coming Soon

Chinese Dandy: Rise of the Chinese Gentleman in the 21st Century



Souvenir album of China, : Including four hundred and fifty original photographs, by Charles F Gammon



Chinese men we photograph in 2017

Who says Chinese men are ignorant of fashion and cannot appreciate the finer points of life? For years, Chinese men have been derided as having absolutely no sense in their dressing and appearances. This sentiment seems to have been shared by not only the Chinese women, but also foreigners, as a number of Chinese men, flushed with cash but with little fashion sense, are starting to trot the globe. But are they in fact missing the forest for the trees? Yes, that is the answer according to the “Chinese dandies”, those Chinese gentlemen who have a taste for fashion, who hope to reflect their aesthetic ideals through their fashion sense, and who are pursuing an exquisite lifestyle befitting a dandy.

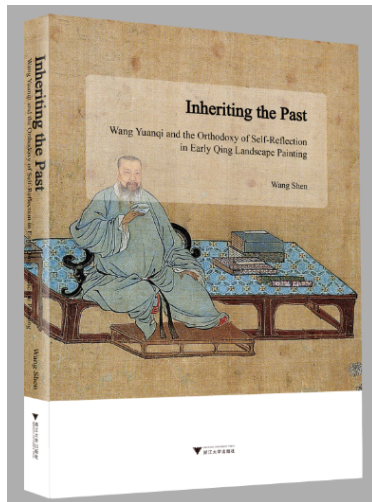
By exploring the life and work of those well-groomed and well-dressed Chinese dandies, *Chinese Dandy: Rise of the Chinese Gentleman in the 21st Century* attempts to show (with photos) the pursuit of their aesthetic ideals and unique lifestyles, and that while these Chinese dandies are apparently influenced by their Western counterpart, they are also distinctively Chinese in their philosophical outlook, and their attitude and approach to life. Moreover, they are by no means a small group; on the contrary, they are rapidly developing into a class of their own: as Chinese men grow richer, more and more aspiring “dandies” are trying to emulate their fashion sense and lifestyle. In the end, the story of the emergence of the Chinese dandies tells far more than their changing sense in fashion; indeed, it is also the story of China’s transformation.

Graduated with a degree in psychology, Kevin Smith worked as a social worker in the US, assisting families in crisis. Afterwards, he moved to South Korea, before settling in China. Altogether, Kevin Smith has spent more than ten years in China, travelling extensively all over the country. Over the period, he worked as an English teacher, learned how to read and write Chinese, and is now a sales

representative for an international trading company. In addition, he is also a food critic, publishing food reviews regularly. Kevin is very passionate about writing and telling stories, or, in his words, “people-watching”.

Kevin Smith’s latest bilingual book *Hello Rice, I’m Hamburger* was published by Zhejiang University Press in December 2016. Written from an American’s — and outsider’s — perspective, the book is an attempt to introduce to Chinese readers his amusing (and sometimes confusing) experiences in China and what China is like in the eyes of an ordinary foreigner who has lived in the country for over a decade.

● ***Wang Yuanqi and the Orthodoxy of Self-reflection in Early Qing Landscape Painting***



Language : English

This book explores the life and art of Wang Yuanqi (1642-1715), one of the most influential literati artists of the Qing Dynasty (1644-1911). As a representative of the so-called “Orthodox Painting School,” Wang considered himself the heir to the genuine thousand-year-old tradition of Chinese painting. Throughout his lifetime, he made every effort to establish and consolidate the authority of his school of painting. Since his early years, he had been trained as a traditional Chinese literatus. Under the direct supervision of his grandfather, he practiced landscape paintings in the style of ancient masters, especially that of the Yuan literati painter, Huang Gongwang (1269-1354). However, he was never satisfied with the facsimiles of the old masterpieces. Beyond his models, he created new theories of composition and brushwork; he introduced a new style of light color landscape with unique techniques. Moreover, benefiting from the enlightened cultural policies of the Kangxi emperor (1661-1722), he successfully led a movement of canon-formation in artistic circles. Wang once organized a team painting a gift

for the birthday of the Emperor.

The author's research is based on three types of sources: 1) Wang Yuanqi's published writings, 2) his paintings, and 3) publications and manuscripts by Wang's contemporaries. Different from previous scholarship which mainly focuses on the classicism of Wang Yuanqi's work, this book provides a comprehensive study of Wang's life and his circle and investigates the reason and procedure of the rise of the Orthodox Painting School in the early-eighteenth-century China.

Shen WANG is Curator of Chinese Art of the Zhejiang University Museum of Art and Archaeology, China. She received her Master's degree in Art History at Boston University in 2003, and finished her PhD's in East Asian Studies and Chinese Art History at the University of Pennsylvania in 2010. Wang has broad research interests in Chinese literati art of Ming and Qing dynasties.

Related Products

Based on images from our books, we have developed such related products as stationary, hand-bags, decorative painting prints, phone cases, iPad cases etc., for daily use --- phone cases and tapes with images from *Ngari Mural Paintings* are some of the most popular.

Besides, we can also customize design per your requests.



iPad Case

Phone Case



Name-cards Holder

Phone Case

Interviews about Chinese Independent Films

ISBN: 978-7-308-16460-3

Publication time: April, 2017

This book records interviews with a number of directors, including Kuo ZHENG, Shuzhong GUI, Ruijun LI, Luo LI, Tao PENG, Haolun SHU, Di TANG, Pema Tseden, Tong XU, Jin YANG, Geshe YANG, Dasheng ZHENG, Hao ZHOU, Xianmin ZHANG, etc. To better explore the humanistic care and realistic connotation of Chinese independent films, the author attaches more importance to directors' life stories and opinions of films, film themes, realistic care and ideology of works rather than photography, directing, acting and other technique elements.

Jinjing XU, famous on Douban with the pseudonym “江海一蓑翁”, secretary-general and executive member of the council of Nanjing Reading Association.

Embodied Knowing: Conversations on Modern Confucianism

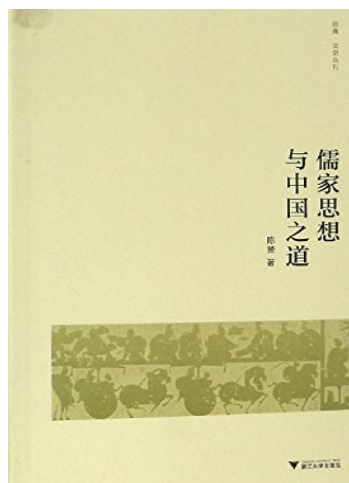
ISBN: 978-7-308-09460-3

Publication Date: March, 2012

264pp

This book is based on the audio records of TU Weiming's lectures in his “Transformation and Innovation of Confucian Tradition” course for Zhejiang University's “Cultural China Talent Plan”, which has 10 chapters, including “Cultural China and Confucianism”, “Learning Civilization and Dialogue Civilization”, “Tradition of Chinese Civilization”, etc. It covers large quantities of TU's research achievements and Confucian thoughts. TU is the honorary director of Center for Confucian Entrepreneurs and East Asian Civilizations of Zhejiang University.

Weiming TU, professor of Chinese History and Philosophy of Harvard University, academician of American Academy of Arts and Sciences.



Confucianism and the Road of China

ISBN: 978-7-308-16055-1

Publication Date: September, 2016

384 pp

Based on the disputes between China and the western world in ancient and modern times, this book makes a thorough study on the spirit, the ideological structure, the cultivation of noble characters, the political and educational system, and other aspects of Confucian culture. It consists of three

parts: sorting out the debates between Confucianism and Buddhism in Song Dynasty and Ming Dynasty, exploring the self-restoration of Confucianism in the context of the disputes between China and the western world, and reflecting on the relationships among Confucianism, revival of the Chinese nation, and world situation from the perspective of civilization theory. Meanwhile, from the view of Confucianism, this book makes unique and in-depth analysis of the problems of our times, providing a possibility to search for the road of China on the basis of Confucianism.

Yun CHEN, Ph.D, professor and Ph.D supervisor of Department of Philosophy, East China Normal University.



The Ideology of the Mean

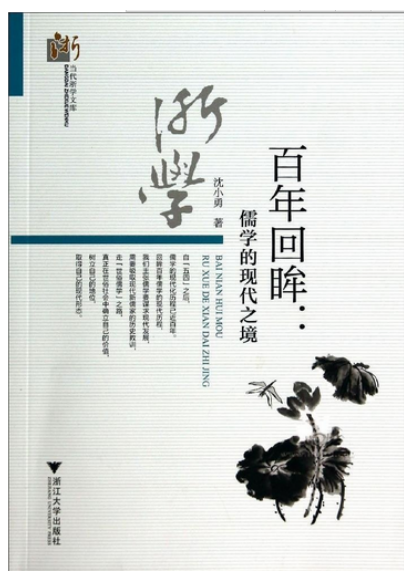
ISBN: 978-7-308-16882-3

Publication Date: April, 2017

336PP

Compared with the two worlds, namely, Orthodox Church and Roman Catholic Church, in the context of Christianity, Chinese ideology seems to attach more importance to get through the barriers between them. Starting with the analysis of Doctrine of the Mean, the author provides an innovative framework to explain the possibility of and the solution to the communication between the two worlds. By interpreting Doctrine of the Mean into a kind of wisdom applying to both worlds (ancient and modern times, heaven and earth), this book makes breakthrough in the framework and the pattern of the study on Doctrine of the Mean.

Yun CHEN, PhD, professor and Ph.D supervisor of Department of Philosophy, East China Normal University.



Review of One Hundred of Years: Confucianism in Modern Times

ISBN: 9787308132916

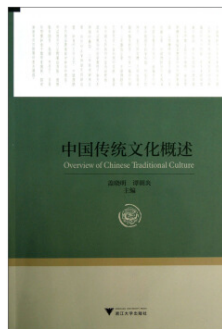
Publication Date: June. 2014

214 pp

Affected by academics and scholars from the West, traditional Confucianism has come across unprecedented legitimacy crisis in modern times.

Three generations of modern neo-Confucians consciously take the historical mission of modernizing Confucianism, and try to enhance the development of Chinese culture. Over the past one hundred of years since the May Fourth Movement, we've made contribution but still have some disadvantages. We claim that the modern development of Confucianism requires us to learn from the experiences of modern neo-Confucians based on the practical process of the modernization of China and walk along the road of "worldly Confucianism". Only in this way can we establish our own value, position and modern form in this worldly society. We believe that Confucianism can not only integrate with worldly value but play a unique role in the modernity construction of China as a kind of traditional academic ideology.

Xiaoyong SHEN, PhD and associate professor of CPC Hangzhou Municipal Party Committee Party School focusing on philosophy and culture studies.



A General Introduction to Traditional Chinese Culture

ISBN:978-7-308-12160-6

Publication Date:August, 2013

356PP

This book, consisting of six chapters, introduces traditional Chinese culture from ancient thoughts and culture, ancient laws and regulations, academic culture, science and art, folk culture, and other perspectives, paying great attention to the spiritual culture in ancient China and making an overall introduction of spiritual culture.

Xiaoming GE, Teacher of ancient Chinese literature and traditional Chinese culture, editor-in-chief of The New Curriculum Standard: Textbook of Chinese (East China Normal University Press).



An Introduction to Ancient Chinese Culture (illustrated revised edition)

ISBN: 978-7-308-12571-0

Publication Date: January, 2016

1144pp

A combination of ancient Chinese history and cultural knowledge, this book explains cultural concepts and terms, introduces traditional cultural books in a serious yet easy manner, and selects the nine most common yet important themes in ancient books – climate, farming, etiquette and custom, costume, food, architecture, transportation, daily supplies, and sports – together with many illustrations.

Jingui HUANG, professor and doctoral supervisor of Center for Studies of History of Chinese Language, Zhejiang University. HUANG's research focuses on critical interpretation of ancient texts and cultural linguistics.



The Works of Mencius (Chinese-English version)

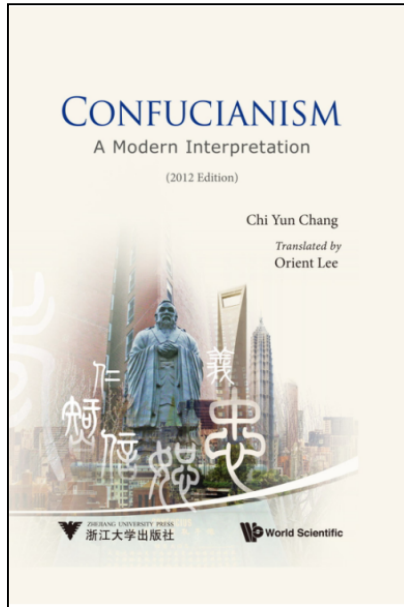
ISBN: 978-7-308-08557-1

Publication Date: April, 2011

360pp

This book mainly consists of seven chapters from Mencius (14 paragraphs and sentences), including the original texts (traditional Chinese), contemporary commentaries, vernacular Chinese (simplified Chinese) and English translation.

Zhizhai SUN, former deputy director of the editorial office of Zhejiang Medical Association. SUN is living in America at present. His book The Analects of Confucius was published by Zhejiang University Press in November 2008.



Confucianism: A Modern Interpretation

ISBN: 978-7-308-10180-6

Publication Date: November, 2012

489 pp

This book, originally written in English, consists of 16 chapters elucidating in detail the value and the significance of Confucius's teachings. The author states that to understand Confucius is to understand China, Chinese history and culture. Included are the Confucian philosophy regarding life, education, politics, law, art, change and history, the model man and more.

Chiyun CHANG, a prominent historian and educator who after retiring from public life founded and developed the Chinese Culture University in Taipei.



20 Lectures at Zhejiang University

ISBN: 978-7-308-08888-6

Publication Date: March, 2012

244pp

This book includes 20 lectures. Most of the lecturers are famous domestic and overseas scholars who have made in-depth studies on certain topics. The contents cover various fields, such as college education, global culture, Chinese academic studies, latest development in philosophy, western thoughts, integration and communication of Chinese and western civilization, etc. All the views have significant value and status the academic circles.



Freedom and State: A History of Political Thoughts in Modern

China

ISBN: 978-7-308-15792-6

Publication Date: August, 2016

336pp

This book consists of the author's 14 theses on the history of political thoughts of modern China, including Freedom and Prosperity: Problems and Paradox of YAN Fu, LIANG Qichao: Between Civic Nationalism and Statism, etc. Using a large number of sources from the Republic of China period, the author expresses his patriotic consciousness, national enthusiasm, and concern for people with reasonable analysis and unique views, and explores the political thoughts of modern China by integrating his own political ideal into the book based on the reality and an overall view of China and the world.

Like GAO, PhD in Law of Beijing Normal University, professor of the Department of International Culturology of Zhejiang University, director of Institute of International Culture and Social Thoughts, Zhejiang University. GAO focuses on history of modern thoughts and political thoughts of China.



Southeast Asia's Chinese Poetry and Its Chineseness

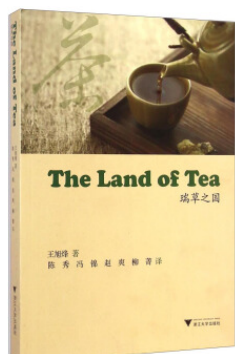
ISBN: 978-7-308-17667-5

Publication Date: December, 2017

272pp

This book sorts out the different "Chineseness" of Southeast Asia's Chinese poetry and its manifestations in such stages as "Chinese consciousness", "Chinese complex", "Chinese experience", and, combining social and historical developments, explains the complicated relations between Chinese poetry of Southeast Asia and its Chineseness through the poetry texts in each stage.

Wenbin ZHU, professor and vice-president of Zhejiang Yuexiu University of Foreign Languages. Focusing on researches of overseas Chinese literature, ZHU has published several books, including Cross-Border Pursuit: Commentaries and Criticism of Chinese Literature in the World and Biology of Yuzhi HU.



The Land of Tea

ISBN: 978-7-308-13919-9

Publication Date: November, 2014

364pp

This book translates and introduces domestic and overseas tea cultures, making it an excellent advertising work popularizing Chinese tea culture. It mainly consists of the following chapters: Cradle of tea, Tea and the Sage of Tea, Production of tea, Tea and the nature of water, Tea and tea wares, Tea and Zen, Tea and etiquette, Tea and customs, Tea, literature and arts, Popularization of tea, Tea and health, and Identification and storage of tea.

Xufeng WANG (author), professor and dean of School of Art Design, Humanities & Tea Culture, Zhejiang A&F University, national first-grade writer, member of the council of China International Tea Culture Institute, vice-chairman of Zhejiang Tea Culture Institute, vice-chairman of Zhejiang Writers Association, president of the council of Hangzhou Association for Brand Promotion of Chinese Tea Capital. Xiu CHEN (translator), assistant professor of Zhejiang A&F University focusing on translatology. CHEN has published A Study of Translators in Zhejiang Province and other works.



Frontiers of Studies on Ancient Chinese Philosophy

Written in English

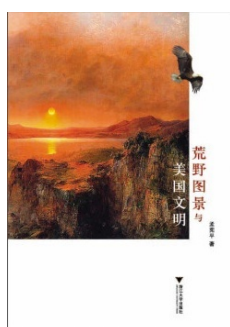
ISBN: 978-7-308-17343-8

Publication Date: October, 2017

356pp

This book makes an overall and systematic summary and comment on studies on ancient Chinese philosophy written in English over the past 20 years, attaching great importance on works of researchers who are used to English thoughts for a long term. At the same time, it also briefly introduced the history and background of western Sinology on related topics and problems. It will help readers get a general understanding of western studies, especially in English and American academic circles, on ancient Chinese philosophy written in English over the past 20 years, knowing their perspectives, consciousness of problems, question formulation, methods of thinking, and even writing styles of the history of Chinese philosophy.

Sixin DING, second-grade professor of School of Philosophy and School of Chinese Classics, Wuhan University, invited professor of Chang Jiang Scholars Program, member of Institute of Traditional Chinese Culture and Institute of Bamboo Slips and Silk Manuscripts, Wuhan University, visiting scholar of Harvard-Yenching Institute from 2002 to 2003, current vice-president of School of Chinese Classics, Wuhan University, director of the Department of Philosophy of Wuhan University, member of the council of China Philosophy History Association, executive member of Chinese Confucian Academy, chairman of Hubei Province Society of Zhouyi. Focusing on the researches of philosophy, thoughts of bamboo slips and silk manuscripts, studies of Book of Changes, and Confucianism in Pre-Qin and Han Dynasties, DING has published 5 academic monographs and 100 academic theses, and hosted the compilation of 7 books.



View of the Wildness and American Civilization

ISBN: 978-7-308-12604-5

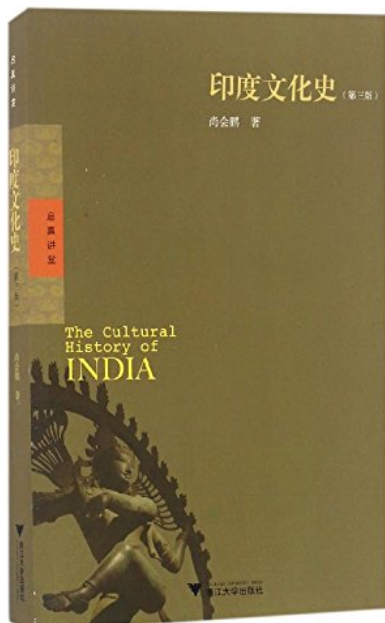
Publication Date: January, 2014

480pp

This book discusses on the view of landscape under the influence of European cultural tradition and the aesthetic idea of landscape painting cultivated by special American culture – wildness. Starting from the “wildness” of American artists, the author highlights America’s sense of identity as a country and a nation taking advantage of cultural icon “wildness”. Besides, the author adds the

academic circles' creative understanding of American culture and points out the special achievements American landscape painting, uninfluenced by European landscape cultural tradition, has made based on the aesthetic idea of wildness, making significant contribution to the studies on art history and cultural arts.

Xianping MENG, teacher of School of Arts, Ludong University, PhD in Art of Peking University focusing on the teaching and researches of the theory of art history, art criticism, and art aesthetics, especially on the study of American art in the 19th century, the study of European and American landscape paintings, and the comparative study of Chinese and western paintings.



The Cultural History of India (The Third Edition)

ISBN: 978-7-308-16331-6

Publication Date: November, 2016

340 pp

Due to the rise of great powers, India has once again become a public focus, which is so close to China in geography yet so far away in culture. In a delicate and vivid style, the author not only relates the history and the culture of India, but introduces his understanding of the country's culture and national characters. Setting historical periods as the vertical line and religious culture as the horizontal line, this book unfolds the inner world

of Indian people from different levels.

Huipeng SHANG, professor and Ph.D supervisor of School of International Studies, Peking University focusing on Indian society and culture and comparative socioculture.



Conscience and Responsibility: History of French Intellectuals in the 20th Century

ISBN: 978-7-308-10495-1

Publication Date: September, 2012

334 pp

People are always taking delight in talking about French intellectuals in the 20th century, who were passionate yet stubborn. It was French romanticism and wisdom that made them unique in the intellectual circles of the 20th century. Through overall description of French intellectuals in the 20th century, the author provides the most standard interpretation and records about knowledge sociology, which are

vivid and profound.

Yimin LU, professor and Ph.D supervisor of Department of History, Zhejiang University.

Xiaohan ZHU, lecturer of Department of History, Zhejiang University.

Tolstoy and Classic Chinese Cultural Thoughts

ISBN: 978-7-108-05777-8

Publication Date: July, 2017

Tolstoy's acceptance and consensus of Chinese classic cultural thoughts were based on his acceptance and consensus of Confucianism. He also knew a little bit about Taoism and Mo-tse on the same basis. Inspecting Tolstoy's learning, recognition and consensus of Confucianism, this book is capable of inspiring readers' reflection on the ideological value of Confucianism.

Zelin WU, professor and doctoral supervisor of School of Chinese Language and Literature, Beijing Normal University, president of the council of China Association of Foreign Literature, vice-chairman of China Research Institute of Russian Literature, editor-in-chief of Russian Literature & Arts. WU was awarded Pushkin medal by Russian government in 1999.

Islamic Food Culture in China

ISBN: 978-7-5019-6549-6

Publication Date: September, 2009

This is an illustrated popular science read integrating ancient and modern

elements to show the profound Islamic food culture of China. From snow-covered land to desert oasis, from Loess Plateau to Ningxia Plain, this book introduces the food cultures of ten minorities believing in Islamism in China with near 1,000 pictures and beautiful texts, showing modern Islamic food and introducing the 1,300-year-long history of Chinese Islamic food culture.

Liu YANG, senior technician, senior economist, master's supervisor, current executive vice-chairman and legal representative of China Cuisine Association, secretary-general of World Association of Chinese Cuisine, member of China Islamic Association, executive deputy-director of Islamic Cuisine Professional Committee of China Cuisine Association, etc.

A History of Chinese Food Culture (10 volumes)

Publication Date: December, 2013

This series focuses on a general topic in Chinese food culture, filling in the gaps in this field and costing first-class experts more than twenty years of hard work. It is a project of historical significance due to its multiple disciplinary approach, long span, high difficulty, and cutting-edge academic thoughts. This series bears China's profound agricultural civilization of 5,000 years since farming culture is the foundation of Chinese dietetic culture. Each volume is a dietetic cultural history of a certain region with distinctive framework and rich contents. This series popularizes excellent Chinese traditional thoughts, enlightens related civilization, and thus shows a beautiful historical cultural painting.

Rongguang ZHAO, chairman of Asian Food Study Conference, director of Institute of Chinese Dietetic Culture and second-grade professor of Zhejiang Gongshang University. ZHAO is a pioneer in the field of dietetic culture and food study in Mainland China. He has worked on Chinese dietetic history, food study, and related teaching for about 40 years.

Academic Works of Xiangyuan WANG

Xiangyuan WANG, professor and doctoral supervisor of Beijing Normal University, special scholar of Chang Jiang Scholars Program, writer, translator, director of Orientalism Research Center, Beijing Normal University, chairman of China Association of Oriental Literature Studies, chairman of China Research Institute of the Teaching of Comparative Literature, member of China Writers Association. WANG mainly focuses on the researches of orientalism and oriental literature, comparative literature and translated literature, Japanese literature and the relations between Chinese literature and Japanese literature, etc. He has hosted many research topics, such as some important projects of The National Social Science Fund of China, and published a number of works, including Collected

Works of WANG Xiangyuan (10 volumes), Collected Theses of Professor WANG Xiangyuan (10 volumes), various singles, Selected Translation Works of Japanese Classical Literary Theory (4 volumes), and translations of over 10 books of famous Japanese writers, ancient or contemporary, such as Ihara Saikaku and Natsume Soseki (about 3mn characters in total).

"Army of Writers" and War of Aggression against China: Research and Criticism on Japanese Literature of Aggression against China

ISBN: 978-7-802392090

Publication Date: August, 2015

Japanese militarism encouraged "general mobilization in the literary circles" during the war of aggression against China. Most of Japanese writers positively "assisted" the evil war. Some of them arrived in China as military writers, cheering for the war, some joined the army and became a villainous soldier, and more joined various militaristic cultural and literary organizations and fabricated so-called "war literature", adding fuel to the evil fire. This book makes in-depth research and criticism to Japanese "army of writers" and their literature of aggression against China, making it the first systematical, complete, and concise book, throughout China and the whole world, on the history of Japanese literature of aggression against China

Cultural Invasion: War of Aggression against China by Japan's Scholars and Intellectuals

ISBN: 978-7-802392106

Publication Date: August, 2015

There were roughly three kinds of aggression in Japan's invasion in China – military aggression, economic aggression, and cultural aggression. Research on the last, though, is relatively weak. This book makes use of large quantities of first-hand Japanese materials to reveal the plans, strategies, ways of implementation, methods and harms of cultural aggression, pointing out the ideas, plan designers and other factors of Japan's aggression against China.

Japanese Right Wing's Conception of History: A Critical Study

ISBN: 978-7-802392113

Publication Date: August, 2015

As a folk scholar, the author makes systematical and in-depth research, analysis and criticism of the view of history of Japanese right-wing force, making the book full of academic value due to its positive function in correcting the understanding of the facts. The whole book, with distinctive views, reasonable debate and fluent language, brings a brand-new and straightforward experience to the readers, breaking the boundaries among different disciplines and connecting the study of

history, the study of politics with the study of international relations.

Buddhist Mind and Reflection: Chinese Writers and Indian Culture

ISBN: 978-7-303084616

Publication Date: January, 2007

This book chooses 11 representative writers in the history of the cultural and literary exchanges between China and India and makes in-depth and intensive analysis of the connection between their life, thoughts and creation and Indian culture from the perspective of “foreign literature” of “comparative literature” with the theme of “Buddhist mind and reflection”, filling in the gaps in the researches on Chinese literature, Sino-Indian relations and comparative literature.

Interdisciplinary Studies



Neuro-Pedagogy: Integration of Mind, Brain and Education

ISBN: 978-7-308-16001-8

Publication Date: September, 2016

228pp

A frontier interdisciplinary emerging in 2006, neuro-pedagogy integrates mature disciplines including neuroscience, psychology and pedagogy, aiming to improve and innovate the structures and functions of teaching courses, teaching methods, and education & learning by virtue of new mind-brain scientific principles. Having focused on biophysics, nuclear medicine, and brain science for many years, the author positively enhances the studies and spread of neuro-pedagogy. One of his latest achievements, this book is hoped to effectively promote the leading development of teachers and hence promote the active, free, overall and harmonious development of students in cognition, emotion, will and behavior.

Xiaowei TANG, academician, professor and doctoral supervisor of Zhejiang University. TANG has led experimental group of Institute of High Energy Physics, Chinese Academy of Sciences to attend many international scientific and technological cooperative projects such as L3 experiment and AMS experiment, and obtained innovative achievements in biophysics, nuclear medicine, brain

science and other interdisciplinary subjects since 1980s. He has played a positive role in the research of neuroinformatics with other Chinese neuroscientists in recent years.

Introduction to Consciousness Science

Publication Date: August, 2017

Consciousness science is a frontier discipline emerging in 1990s. At present, scientists and philosophers from various countries are busy making scientific researches on consciousness competitively, having already formed a trend of international cross-discipline research on the subject. A new round of scientific competition aiming to reveal the mystery of consciousness is quietly underway. This book, centering on the history and current situation of the research of consciousness science, intends to analyze related representative research outlines, world view, and methodology, and meanwhile make in-depth researches on these fields to reveal the overall condition and latest improvement in the field of contemporary consciousness science.

Xiaowei TANG, academician, professor and doctoral supervisor of Zhejiang University. TANG has led experimental group of Institute of High Energy Physics, Chinese Academy of Sciences to attend many international scientific and technological cooperative projects such as L3 experiment and AMS experiment, and obtained innovative achievements in biophysics, nuclear medicine, brain science and other interdisciplinary subjects since 1980s. He has played a positive role in the research of neuroinformatics with other Chinese neuroscientists in recent years.



一般集成论研究
(第二辑)

▼ 浙江大学出版社

General Integration Theory

ISBN: 978-7-308-17175-5

Publication Date: June, 2017

248pp

This book organically combines the ideas of general integration theory with current neuroscience and puts forward the theory of four functional systems of brain, with which the author explains the generation mechanism of

consciousness and the relations between emotion and cognitive activities. It covers five fields, including neuroscience, mind science, linguistics, pedagogy and economics, and discusses on related theories of “general integration theory” from different perspectives.

Xiaowei TANG, academician, professor and doctoral supervisor of Zhejiang University. TANG has led experimental group of Institute of High Energy Physics, Chinese Academy of Sciences to attend many international scientific and technological cooperative projects such as L3 experiment and AMS experiment, and obtained innovative achievements in biophysics, nuclear medicine, brain science and other interdisciplinary subjects since 1980s. He has played a positive role in the research of neuroinformatics with other Chinese neuroscientists in recent years.

Coming Soon

Cerebral Function Imaging and Its Application in Humanities and Social Sciences

General Readings



Being Refugees

ISBN: 978-7-308-15954-8

Publication time: October, 2016

344PP

This book serves as a specific, micro sample of the fate of the intellectuals in that age – moving to the west and returning to the east.

It is about the “artistic refuge” of Zikai FENG, Chinese master in painting. Yiyin FENG, daughter of Zikai FENG, makes comments for this book.

It depicts the life story of a nobody from the War of Resistance Against Japan to “the Great Cultural Revolution” and his entanglement with artistic masters such as Zikai FENG, Yifu MA, Zhifo CHEN, Shengtao YE, Juren CAO, Beihong XU, Biwei JIANG, Pengzi YAO, Jin Ba, etc.

Zhengang ZHANG, member of Zhejiang Writers Association, honorary president of Tongxiang Writers Association. He has published several novels.



Flowing Refinement: Records of the ZHANG Family in Hefei

ISBN: 978-7-308-12732-5

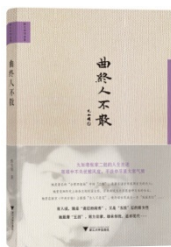
Publication time: April, 2014

688PP

From Shusheng ZHANG, a high-ranking official in the late Qing Dynasty, to Jiyou ZHANG, founder and principal of Yile Girls' School, to siblings of the ZHANG family who launched family magazine *Water*, to Feishui, a place of historical importance, and to the old well in Jiuru Alley... "After all, the culture of the ZHANG family is the culture of 'water'. What flows inside for a century is nothing else but refinement."

Flowing Refinement: Records of the ZHANG Family in Hefei is the work of Dao WANG after years of research and interview. Based on the words of the narrators, he takes the development and changes of the family members as the main storyline, and selects over 300 pictures to recreate the development of the ZHANG family over one hundred years, showing the gentleness and charm of the influential family.

Dao WANG, young writer.



A Never-Ending Party

ISBN: 978-7-308-15934-0

Publication time: September, 2016

320PP

This is an autobiography of the second daughter of the ZHANG family in Jiuru Alley.

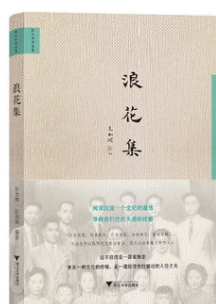
She never lost her elegance and charm however hard life was. Her grace never faded in this simple life.

The second among the famous “Four Sisters of Hefei”, Yunhe ZHANG married celebrated linguist Youguang ZHOU. She used to be the cover girl of Shanghai magazines in 1930s, but turned out to be the head of Beijing Kun Opera Society years later. She once advocated on *Central Daily* of Nanjing that “women are not flowers”, but had to be a “housewife” in her middle age.

Some people say she was the “last lady” and a “new woman” after the May 4th Movement. She bore the spirit of the movement in mind, made great efforts to promote enlightenment, inherited the tradition, and meanwhile pursued modernity.

This book is the maiden work of “the last lady” Yunhe ZHANG at an age of 88, also her only complete collection of autobiographical essays, with 68 valuable photos included in the book.

Yunhe ZHANG graduated from the Department of History of Kwang Hua University and served as high school history teacher and history textbook editor of People’s Education Press for some time. Her published works in late years include *The Last Lady*, *The Waves*, *Amorousness Makes Youth Last Forever*, *Diary of Kun Opera*, *A Never-Ending Party*, etc., which are famous at home and abroad.



The Waves

ISBN: 978-7-308-15915-9

Publication time: September, 2016

296PP

Read this book, and you will find the long-lost grace in the warmth that has lasted for a century.

Loving parents, easy-going siblings, faithful lovers, cute grandchildren, cozy leisure life... In the book you will read biographies, anecdotes and children’s babble, all interesting and touching.

This is not only a family record but a cultural masterpiece and a time-tested humanistic treasure!

Yunhe ZHANG graduated from the Department of History of Kwang Hua University and served as high school history teacher and history textbook editor of People’s Education Press for some time. Her published works in late years include *The Last Lady*, *The Waves*, *Amorousness Makes Youth Last Forever*, *Diary of Kun Opera*, *A Never-Ending Party*, etc., which are famous at home and abroad.



The Striving of YUAN Shikai

ISBN: 978-7-308-11151-5

Publication time: April, 2013

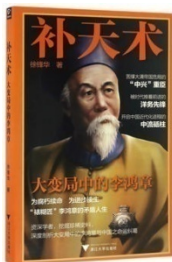
484PP

He is the son of an official, a failure of imperial examination, a high-ranking official in the late Qing Dynasty, and the Hongxian Emperor. He is YUAN Shikai.

He burned books, joined the army, and certainly had his own ambition. He organized a group of his own, made many friends, observed opportunities, valued talents and held on while facing setbacks, keeping fighting for a better tomorrow.

A winner or a loser? That is an issue that can never be simply judged. Setting the troublous late Qing as the background, this book analyzes the life story of YUAN from a playboy to the Hongxian Emperor, along with the stories of various supporting roles. With authentic historical materials and a humorous style of writing, the author vividly depicts the history and details of the late Qing Dynasty and the early years of the Republic of China.

Jinghong SHANGGUAN graduated from Peking University, loves history and writing and has rich experiences in the researches of the history of the late Qing Dynasty and the Republic of China.



LI Hongzhang in Changed Situation

ISBN: 978-7-308-16399-6

Publication time: September, 2016

300PP

Deep in his heart, LI Hongzhang was eager to see a strong China, and he did enhance the modernization of China towards this direction. However,

complicated as the situation of China was, a single man, no matter how persistent he was, could hardly "tip the scale". Most of his efforts were wasted by benighted imperial rulers and court officials of different levels. Luckily, some of his efforts did work, including several important westernized enterprises and a large number of talents. Thanks to him, Chinese people in the 20th century still remembered modernization during that period, on which LI Hongzhang left an indelible mark.

Fenghua XU, PhD from Fudan University, associate researcher of Shanghai Academy of Social Sciences Institute of History. He has extensive academic knowledge and outstanding writing skills.



Great Choice: YUAN Shikai in a Turbulent China

ISBN: 978-7-308-16123-7

Publication time: June, 2016

264PP

This book tells how YUAN Shikai, in the great maelstrom during the late Qing, saw through the change of time and realized his ambition step by step by virtue of his political intelligence and interpersonal network. However, a wrong step led to the loss of the whole game. He went against the time as the most powerful figure at that time, leading to his failure and long-lasting infamy. While admitting YUAN's contribution to the enhancement of China's modernization, the author still holds a critical attitude toward him in this book.

Ping'an MA, senior scholar and associate researcher of China Academy of Social Sciences. His perspectives and research on figures of the late Qing period and the Republic of China are quite unique and he has spent over ten years studying on figures such as YUAN Shikai.



Biography of CHIANG Kai-shek (1887-1949) (second edition)

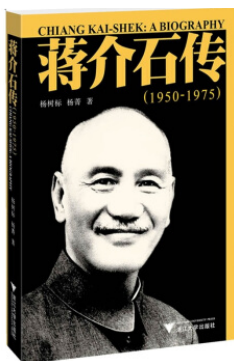
ISBN: 978-7-308-05756-1

Publication time: July, 2011

480PP

An overall biography of CHIANG Kai-shek, this book introduces the life story of CHIANG based on large quantities of authentic historical materials, including his intricate family history, gossipy marriage, difficult official career, irreversible failure, unmentionable escape, paper-tiger style counterattack, ill-defined characters, threatening disaster, and mysterious death. All these details will offer an overall description of this legendary political figure.

Shubiao YANG, professor and doctoral supervisor of Zhejiang University. YANG enjoys special allowance of the State Council and has published dozens of books and over 100 theses.



Biography of CHIANG Kai-shek (1950-1975)

ISBN: 978-7-308-08506-9

Publication time: April, 2011

464PP

A representative bourgeois cultivated in traditional Confucian culture, CHIANG Kai-shek once overthrew the Qing Dynasty and defeated the Northern Warlords, but eventually he was cast off by Chinese people and “lost mainland China”, in his own words. He suffered badly deep in his heart. According to some Taiwan friends of his, CHIANG was often heard sighing deeply in Shilin Official Mansion, his residence at the foot of Yangming Mountain. That was a deep sigh – loud, dull and harsh. What did he sigh for? For such a bad ending? For the

mainland he lost? For his failure to turn dream into reality? The sigh will always remain a riddle, simple yet difficult.

Shubiao YANG, professor and doctoral supervisor of Zhejiang University. YANG enjoys special allowance of the State Council and has published dozens of books and over 100 theses.

Jing YANG, PhD in History of Nanjing University, professor of Zhejiang University of Technology. YANG focuses on the teaching and research of modern Chinese history and contemporary Chinese history and has published several works.



Biography of CHIANG Ching-kuo

ISBN: 978-7-308-09938-7

Publication time: June, 2012

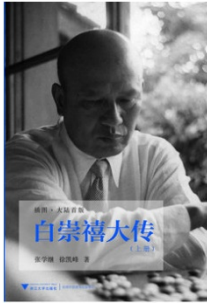
428PP

What is CHIANG Ching-kuo's charm after all?

The changes in that single year in Taiwan exceeded the total of the previous forty years.

This book, from an objective and just perspective, sorts out the latest research materials and achievements and reveals the whole life story of CHIANG Ching-kuo, starting from his boyhood and ending with his death. It not only discusses in-depth major historical events in CHIANG's life but also records some details of his family. Some of the chapters in this book even depict many rarely known inside stories.

Ruping XIAO, PhD in History, associate professor of the Department of History of Zhejiang University, director assistant of CHIANG Kai-shek and Modern China Research Center. XIAO focuses on the researches of modern Chinese history and history of the Republic of China.



Biography of BAI Chongxi

ISBN: 978-7-308-10189-9

Publication time: July, 2012

696PP

This book reveals the life story of BAI Chongxi from an objective perspective based on large quantities of historical facts the author discovers and sorts out. Consisted of 17 chapters, this book depicts BAI's life from his promising boyhood to his mysterious death in Taiwan, mainly covering his experience as the head of Guilin faction and his achievements and faults while governing Guangxi with LI Zongren. The author gives an objective assessment on BAI's behaviors in KMT's factional fight and during the War of Resistance Against Japan, and in the meantime makes ruthless criticism pm his villainy during the War of Liberation, making this book an outstanding biography that plays a positive role in people's understanding of the history and figures of the Republic of China and introspection of the failure of KMT's governance.

Xueji ZHANG, researcher of Zhejiang Academy of Social Sciences Institute of History, adjunct professor and master's supervisor of Zhejiang Sci-Tech University and Ningbo University. ZHANG has published a dozen of books.

Kaifeng XU, vice-president and associate professor at College of Humanities of University of International Business and Economics.



Biography of SUN Ke

ISBN: 978-7-308-15366-9

Publication time: January, 2016

248PP

Eldest son of SUN Yat-sen, “prince” SUN Ke played a significant role in the

political circle during the Republic of China era. He served as the head of “Executive Yuan” (twice), vice-chairman of the KMT-ruled government, head of “Legislative Yuan”, “Minister of Railways”, “Minister of Finance”, “Minister of Transportation. Due to various reasons, though, people nowadays know little about such a significant figure in history. This book aims to open a door for readers to get to know SUN Ke.

The author extracts some important parts and chapters in SUN Ke’s life, and presents a real SUN Ke in an all-around way through rational narration, objective analysis and reasonable judgment.

Wenning HAN, associate researcher of the Department of History of Nanjing University. Focusing on the history of the Republic of China and the local history of Nanjing, HAN has written several works and published more than 200 articles on newspapers.

Coming Soon

Autobiography of WU Zuguang

Publication time: March 2018

This is a collection of WU Zuguang’s reminiscent articles consisting of four sections – Family Story, Memories, Films and Plays, and Teachers and Friends.

Zuguang WU, famous scholar, dramatist, calligrapher, social activist, one of the most influential, famous and legendary “cultural old men”. His representative works include plays *Phoenix Town*, *Song of Righteousness*, *Go back Home in a Blizzard Night* and Ping Opera *Hua Wei Mei*.

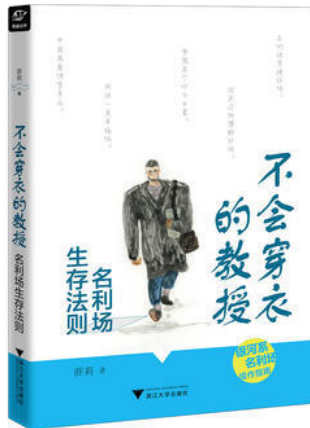
Memoir of WU Tiecheng

Publication time: March, 2018

This is a posthumous work of WU Tiecheng, a core KMT official for decades, who once served as vice-president of “Executive Yuan” and “Minister of Foreign Affairs”. The book reflects the evolvement of the politics and society of modern China in near half a century, offering valuable materials of modern Chinese history. An official working with SUN Yat-sen for many years, WU is one of the backbones of SUN Ke’s faction. His experience, in a sense, embodies KMT’s internal conflict between different cliques, The parts about “the case of LIAO Zhongkai” and “the Zhongshan Warship Incident” are quite precious for researchers of modern Chinese history.

WU Tiecheng joined the Chinese United League in 1910 and had followed SUN Yat-sen ever since then. He served as mayor of Shanghai, Wusongkou-Shanghai garrison commander, minister of KMT Overseas

Department, and KMT Central Secretary-General, and was thus called the “Iron Elder of KMT”.



A Professor Who Doesn't Know How to Dress Up:

Rules of Survival in Vanity Fair

ISBN: 978-7-308-15877-0

Publication time: July, 2016

252PP

Everyone is in some kind of vanity fair. Some buy followers online, some sell dreams, and others are eager to be celebrities but sick of scandals. Girls always dress themselves up in style, while male professors are usually in a mess. Workplace newbies have a lot to learn, and veterans find themselves in a dilemma of transformation and promotion. Open this book and you will find the answer you need in a bizarre vanity fair.

Li XUE, editor-in-chief of Life & Arts of *Financial Times* in China, columnist, special lecturer of career APPs such as Chitu and LinkedIn. She has written several books.



Do Well and Live Well

ISBN: 978-7-308-16136-7
Publication time: September, 2016
260PP

Life consists of a series of trifles.
Time is fair to everyone. Long as life is, short memories will fill it.
Walking steadily and calmly in this age full of anxiety and bustle is the true meaning of life.
If you fail to control life, other people will control you.
As long as you do your best, you are a winner.

Kehui XIE, columnist, “warm emotion speaker” in the heart of readers.



Wish You a Journey Ahead and an Escape Backward

ISBN: 978-7-308-17502-9
Publication Date: November, 2017
340PP

Growth is a process in which you lose and gain. It deprives us of our childhood innocence, but at the same time helps us become mature and get rid of ignorance and frivolousness. Not until we walk through this journey will we understand all the wrong paths and pains are in fact the gifts given by the world.

Linyang YAN, writer, owner of public account “晏凌羊”, author of bestseller *One Day You Will Smile at Those Which Once Hurt You*.



Life Itself Is a Countryside: Eighty-Year-Old Mom's Fantastic Transoceanic Trip

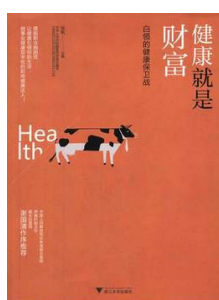
ISBN: 978-7-308-17398-8

Publication time: July 2017

356PP

The author tells stories of her mother while in America with an informal and cheerful style, depicting a funny “Sino-American” family and the family-tie between “Chinese mother-in-law” and “American son-in-law” through a bunch of interesting, lovely stories. The true reason why “Chinese mother-in-law” flew to America is to “investigate” her “American son-in-law” to see whether he is a reliable man for her daughter. Together they talk, raise chickens, go fishing, catch crabs, go outing, celebrate festivals, see a doctor, visit relatives and friends, and go to church. Gradually “Chinese mother-in-law” gets to know the real life of her daughter in America and how her “American son-in-law” behaves at home. As a result, “Chinese mother-in-law” becomes more and more satisfied with her “American son-in-law”. Besides, the author also describes how her mother gets on with foreign relatives, grandchildren, neighbors and friends. Full of blending and conflicts between the Chinese and American culture, this book shows a special, tasteful and happy “Sino-American” family.

Lin SHENG, graduated from the Department of Chinese Language and Literature of Zhejiang University, is a member of Zhejiang Writers Association and senior editor of *Hangzhou Daily*. SHENG married Phillipe and moved to America in 2009. During the following seven years in America, she wrote her overseas life in several documentary fictions, including *Marry America*, *Annette in China*, and *Because of Love, Flying to USA*. With her works characterized by true contents, fine description, and vivid style, SHENG is nicknamed as “happy Sanmao” by readers.



Health Brings Wealth: Health Defense of White Collar

ISBN: 978-7-308-12723-3

Publication time: January, 2014

208PP

In big cities, there're many white-collar workers who sit in closed high-rises enjoying the convenience of modern office whereas different discomforts “attack” unexpectedly, such as overwork, dizziness, xerophthalmia, screen face, mouse hand (carpal tunnel syndrome), SMS finger, cervical spondylopathy,

scapulothoracic periarthritis, glass stomach... Gradually they've become farther and farther away from natural health.

This book is to help white-collar workers recover. It lists common illnesses for office workers, gives advices in food nursing, exercises, mood adjusting and other aspects, and puts forwards scientific and reasonable prevention methods, depicting and interpreting large quantities of complicated occupational diseases in simple language to allow busy white-collar workers understand and handle related knowledge easily.

Fan ZHANG, bachelor of medicine of The Fourth Military Medical University, head physician of PLA Physical Culture and Sports Team. ZHANG focuses on the researches of common diseases, multiple diseases and occupational diseases and has his own unique opinions.

Children's Books

Being A Good Daddy



ISBN: 978-7-308-15932-6

Publication Date: July, 2016

262PP

This book is an introduction of the education concept of parenting with loving, patient, innocence, learning, sacrificing, and friendship, which in summary is parenting with "Three attitudes and three types." Sharing experience and skills on educating and accompanying children from nine aspects of emotional quotient, intelligent quotient, moral quotient, adversity quotient, learning quotient, spiritual intelligence quotient, health quotient, and mental intelligence quotient, this book is going to make your company loving, fun, and efficient, and give your children a healthy and happy childhood.

Xin GE, writer of children's literature, reading promoter, expert on teaching

composition.

Special Classroom Series Walk You Through



ISBN: 978-7-308-17177-9

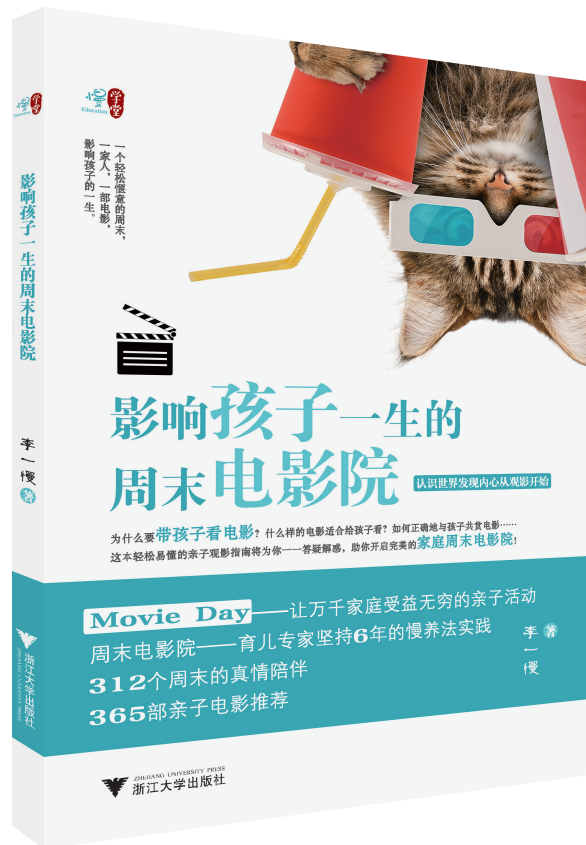
Publication Date: August, 2017

200PP

This book mainly talks about the reading, extensive reading, touring, and experiencing of “Leaning and Touring” with the unique “Reader and Traveler” of the Special Classroom, bringing brand new mutual and interactive growth to both parents and children. In the process this book sets progressive programs to children’s growth. Each program comes with specific topics, the courses under which are arranged progressively in a way to facilitate the children’s development. The topics, taking into consideration of nature, aesthetic, EQ, practice, and briefing of the discipline, mainly involve with humanities, science, and aesthetics.

Yiman LI, independent reading teacher, founder of the “Special Classroom”, member of the New Education Experiment Academic Committee, editor of the education self-media “Yiman Erkan”, author of fairy tale collection, picture books, and over 100 reading reviews, and translator of 108 children's books.

Special Classroom Series Life-changing Movie Days



ISBN 978-7-308-17103-8
Publication Date: August, 2017
272PP

This author makes a summary of more than 300 movies he had watched over the past 6 years. This book is a detailed catalogue of movies, from the ideology, introductions of the movies, to detailed movie seeing methods, addressing the questions of what movies to see and how to see a movie for parents and children. This book can serve as a parent-child movie seeing instruction for parents.

Yiman LI, independent reading teacher, founder of the “Special Classroom”, member of the New Education Experiment Academic Committee, editor of the education self-media “Yiman Erkan”, author of fairy tale collection, picture books, and over 100 reading reviews, and translator of 108 children's books.

Mysterious Mission Society Series



ISBN	Book Title	Publication Date
978-7-308-16871-7	Mystery Symbol	July, 2017
978-7-308-16870-0	Black Jungle	July, 2017
978-7-308-16869-4	Sanguine Armor	July, 2017
978-7-308-16868-7	Hanging Royal Palace	July, 2017
978-7-308-16872-4	Mysterious Mission Society Series	July, 2017

Xiaomeng WANG is bright, brave, optimistic boy who is curious about everything. One day, he found a mysterious symbol and then began a series of investigation. To his surprise, the symbol came from an organization called Mysterious Mission Society. As Wang joined the society after innumerable trials and hardships, an unknown world opened to him, and the entrance to that world was right there, close to his everyday life. Iron Mouth Loach River, Dark Jungle, Langya Town, Aqua World, Elves' Country, Hanging Royal Palace...Hidden behind these adventures, there is a big secret...

Pei GAO, founder of "Qixin Writing", teacher, education expert, writer.

Granny's Fairy Tales Series



ISBN	Book Title	Publication Date
978-7-308-17083-3	Honeybee's Birthday	August, 2017
978-7-308-17093-2	A White Feather	August, 2017
978-7-308-17082-6	Sun from Afar	August, 2017

978-7-308-17092-5	Kitten with Jingle Bell	August, 2017
978-7-308-17081-9	Flying Fish	August, 2017
978-7-308-17084-0	Granny's Fairy Tales Series	August, 2017

Through stories of intelligence, love, affection, nature, and mortality in the Granny's Fairy Tales Series, young readers will be able to experience the beauty, sweetness, brightness and conciseness of children's literature. Kitten with jingle bell is a book of intelligence stories. Little doggie kindly give kitten a jingle bell. Kitten takes the bell where ever she went as the jingle sounds so nice. But unfortunately, she never caught a mouse again. A white feather tells the affection story of Ant A'li. He found a white feather and wished to give it back to its owner. During his journey of finding the owner, little pecker, little wild duck, papa turtle, little frogs, and many friends have offered their kind assistance. Finally, A'li managed to return this white feather to its owner, white swan...

Cuilin GE, renowned writer. Many of her fairy tales have won National Outstanding Children's Literature Prize. Her fairy tale *Wide Grape* was the winner of the first prize of National Children's Literature Award, and was translated into English, French, German, Russian, and Japanese. The TV series based on *Wide Grape* won the 1986 Munich TV Festival Award for Children/Youth.



Sunshine Baby Qingtian – Adventure in Treemen Nation

ISBN: 978-7-308-16371-2

Publication Date: March, 2017

260PP

This book tells the adventure story of Qingtian and her friends in the Treemen Nation. At daytime, the treemen are just ordinary plants. But when the night falls, the treemen become alive. Their only distinction from real human is the feet. They can't lift their feet front the ground. Together they share a common hatred towards human, including the three little fellas who have lost their way and got to the nation... What happened at the Treemen Nation still makes Qingtian's heart beat fast! This interesting book shows strength, friendship, teamwork, and bravery in the face of hardship to the young readers.

Fan HE, fairy tale writer, member of Chinese Writers Association.

Tang Xiaoshao's School Life



ISBN	Book Title	Publication Date
978-7-308-17361-2	Beat the Glass Monster	October, 2017
978-7-308-17362-9	The Fake Supervisor	October, 2017

Centered on family and school life, the series tells the funny stories of Tang Xiaoshao, his friend Zuo Xiaoyou and San Kouhui, and the lovely classmates of Class One, Grade One. These pupils are funny, naughty, mischievous, and noisy...Despite their unique characters, they can complement and tolerate with each other. Their stories are about love, laughter, tolerance and comfort.

Jia LIU, editor of children's book, has published fairy tales and novels.

Rhapsody in Mao Er Island Series Hit Anime Show: Rhapsody in Mao Er Island



Aired on Tencent Video, iQiyi, Youku, iQiyi, Sohu TV, LeTV
Over 50 million views in less than 50 days in the summer

Rhapsody in Mao Er Island Serialized in Storybooks



摘星星
友谊



寻找猫神
合作



我要吃鱼
自然



小蛋蛋
分享



梨花的生日
关爱



巨风一号
勇气



美宝森林奇遇记
陪伴



赛跑勋章
公平



水手菠菜
善良



爸爸的航海梦
梦想

ISBN	Book Title	Publication Date
978-7-308-17260-8	Rhapsody in Mao Er Island: Reaching for the star	September, 2017
978-7-308-17259-2	Rhapsody in Mao Er Island: Looking for the Mao God	September, 2017
978-7-308-17257-8	Rhapsody in Mao Er Island: I want to eat fish	September, 2017
978-7-308-17258-5	Rhapsody in Mao Er Island: Little Eggie	September, 2017
978-7-308-17253-0	Rhapsody in Mao Er Island: Birthday of Pear Flower	September, 2017
978-7-308-17251-6	Rhapsody in Mao Er Island: Giant wind No. 1	September, 2017
978-7-308-17254-7	Rhapsody in Mao Er Island: Adventure in Meibao Forrest	September, 2017
978-7-308-17255-4	Rhapsody in Mao Er Island: Racing Medal	September, 2017
978-7-308-17256-1	Rhapsody in Mao Er Island: Sailor's Spinach	September, 2017
978-7-308-17252-3	Rhapsody in Mao Er Island: Father's Sailing Dream	September, 2017
978-7-308-17249-3	Rhapsody in Mao Er Island: Volume No. 1	September, 2017
978-7-308-17250-9	Rhapsody in Mao Er Island: Volume No. 2	September, 2017
978-7-308-17246-2	Rhapsody in Mao Er Island: Volume No. 3	September, 2017

On a beautiful island, there lives a group of honest and kind cats. Featuring with the topic of love and growth, Rhapsody in Mao Er Island series tell the story of the cats companying each other, growing, and finding themselves in playing, exploring and adventures. Each has a specific topic, the stories focus on the cultivation of children's personality, parent-child reading and children's growth.

Beaver Workshop, an internet animation company focused on family and children.

Little Fish Lantern



ISBN	Book Title	Publication Date
978-7-308-17222-6	Little Fish Lantern	October, 2017

On a tranquil summer night, Nuonuo, a boy at Jinghu Town met the eudemon of the Ancestral Hall – Little Fish Lantern. The stories of the two friends unfold around the magic pond of the southern town.

By combining traditional culture, artistic style, and contemporary cartoon aesthetics, this picture book tells modern fairy tale in a semi-fictional manner, employing real scenic spots as its background.

Yifan SHEN, member of Cartoonists Association of Zhejiang Province, animation director, new media designer. His works have won many awards both at home and abroad and are selected to a number of major domestic and international film festivals and animation film festivals.

The Magic Kaka Series





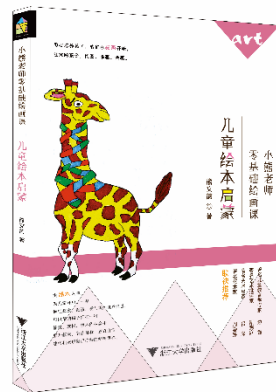
Kaka WANG is an elementary school student, but not an ordinary one. She comes from a special family. Her parents, both scientists who work in the forest, send her to her grandparent's in the city via postal parcel. Kaka is a special student. Her super computer can invent various tools to solve various problems for her classmates and even for the adults.

Despite her tiny physique, Kaka is full of whimsies. As each whimsy is being turned into invention, trouble and mistakes always follow. But she says: "We will solve difficult problems. They are difficult just because they are yet not solved." Novel creation and imagination keep WANG Kaka's life fresh and energetic. Together with her friends, she grows up happily.

Xixi TONG, children's book writer, member of Chinese Writers Association, has sold over 5 million copies of her work.

Xixi LI, children's book writer, educator, writer, film practitioner.

Xiao Xiong's Introductory Painting Courses: Children's Enlightenment Picture Book



ISBN: 978-7-308-17532-6

Publication Date: November, 2017

152PP

This painting course, combining such art expressions as painting, designing, handcraft, and three dimensions, can address the issues of different stages of children's growth, and protect and utilize children's "first" impression on art, and let children unleash their imagination freely. Xiao Xiong will employ her unique methods to help children summarize and organize various symbols, and tackle the difficulties of learning art for the children and their parents. This book is composed to give children the ability and confidence to create vivid, narrative, and touching paintings.

Wenyun XIONG, faculty member of the School of Fine Arts in Southwest University, visiting researcher of Professor Asakura Naomi's Studio at Bunkyo University, art director of 5Colours Fund, and guest academic director of L-art Education Institute.

Coming Soon

The Boy Who Can Sculpt Owl

The story tells the joy and sorrow story of HE Yihe, the boy who loves sculpting owl, and his family at Germany. During his stay at Germany, he met a peer friend Lena and gained pure friendship; he experienced the exotic school life and has a beautiful memory. When faced with parents' quarrel and divorce, from rejecting to accepting, he gained the strength of being strong. After all this, Yihe embraced his own rainbow.

Ying YE, freelance author and painter.

Traditional Chinese Festivals Series

Spring Festival Traditional Chinese Festivals Series: Little Intern Door God

Dragon Boat Festival Traditional Chinese Festivals Series: Little Zongzi Baby Lost Its Memory

Mid-Autumn Festival Traditional Chinese Festivals Series: Little Tu'er Ye's Moon Cake Shop

By giving Spring Festival couplets, door gods, rabbits, *zongzi*, wormwood and other Chinese culture symbols life, and letting them explore and spend festivals with the protagonists, the author tells stories about three traditional Chinese festivals: Spring Festival, Dragon Boat Festival, and Mid-Autumn Festival. *Spring Festival: Traditional Chinese Festivals Series: Little Intern Door God* is the story of Du Xiaomo, Du Xiaopi, and two little door gods. The two little door gods can talk and have magic powers. After coming to Xiaomo's grandfather's house, they

caught the thief, helped the kitchen god, created the window paper-cutting babies, brought Fu and Spring Festival couplets to life, and chased away the Nian monster. They were praised by Principal Zhongkui of the Good Gods' School.

Dragon Boat Festival: Traditional Chinese Festivals Series: Little Zongzi Baby Lost Its Memory is the story of Zongzi. Du Xiaomo found a baby in the zongzi his granny has boiled. The baby was the zongzi baby who had lost its memory. As Xiaomo and zongzi baby looked for the memory, they detected the conspiracy of the five poisonous insects. They met wormwood Aiai, Marshal Sachet, Egg the Iron Head, poem boy and dragon boat Tengteng. Together they went on the journey to find the memory for zongzi baby...

Mid-Autumn Festival: Traditional Chinese Festivals Series: Little Tu'er Ye's Moon Cake Shop is the story of a magical moon cake shop downstairs of Du Xiaomo's home. The shop owner is a rabbit who can think, talk, and make various magical moon cakes. Between the rabbit and Du Xiaomo many wonderful and touching stories happened. They met Chang'e whose physique was downsized, Wu Gang who never stopped chopping the cassia tree, and Li Bai who composed his poems in the moonlight...

Xin GE, writer of children's literature, reading promoter, expert on teaching composition.