

China Publishing Finds Strength Amid Channel Transformation

Crowded with readers, the China Publishing Group exhibited popular and latest books at the 2025 Shanghai Book Fair.

Photographed by Zhang Xinyu



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China's Book Market in the First Half of 2025

Data from Beijing OpenBook. In the first half of 2025, China's overall book retail market comes off early highs, with uneven development witnessed in distribution channels and book categories. Content e-commerce channel has the largest market share. Books on lifestyle, computers, and psychological self-help are the most popular among readers. In the new book market amidst market differentiation, the focus of competition has further shifted to the competition for attention.

Year-on-year growth rate in the first half of 2025

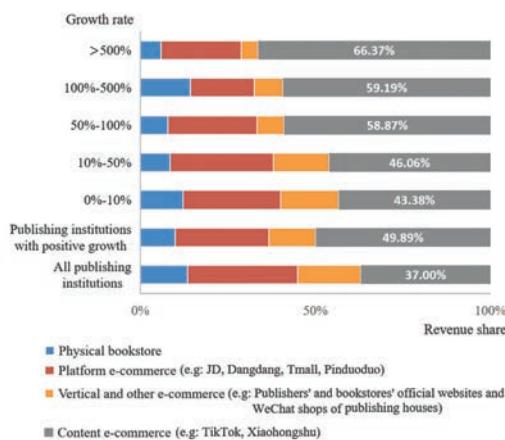
Sales value by the list price (excluding textbooks and study aids)

-2.30%

-3.68%

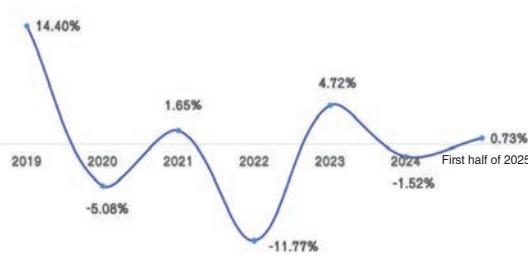
Sales revenue (excluding textbooks and study aids)

Revenue structure by channel



Overall, the publishing institutions with larger year-on-year growth rate, their sales value by the list price are more dependent on content e-commerce channels.

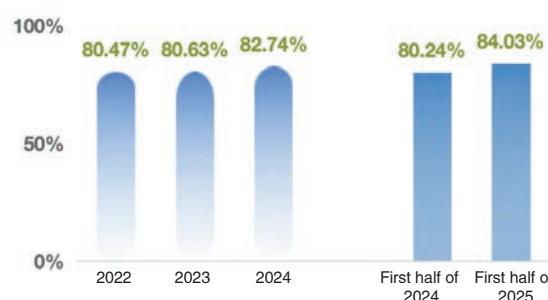
Fluctuation of the sales value by the list price



The overall book retail market saw a slight increase in the sales value by the list price (0.73%), but a year-on-year decrease in the sales revenue (-0.31%).

Contribution rate of the top 10% best-selling books

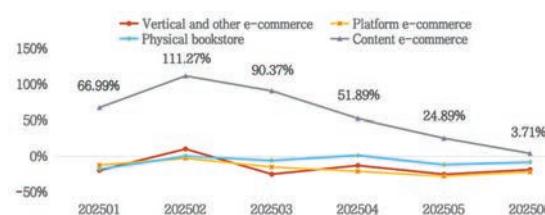
(in terms of the sales value by the list price)



Head products contribute more to the sales value, meanwhile the differentiation between head and tail products has intensified.

Year-on-year growth rate by channel for each month

(in terms of the sales value by the list price)



Year-on-year growth rate by channel in the first half of 2025

Content e-commerce: 47.62%

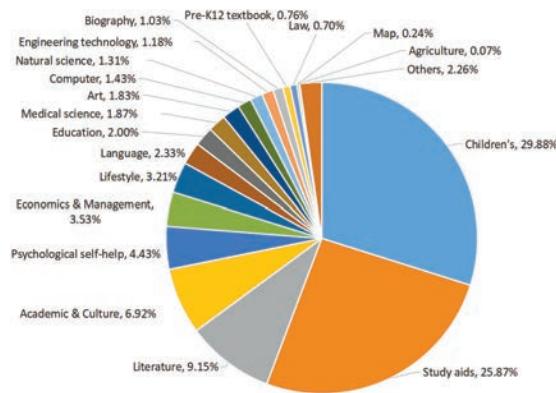
Platform e-commerce: -17.31%

Vertical and other e-commerce: -16.27%

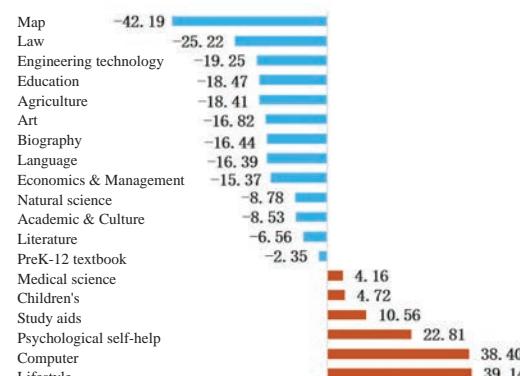
Physical bookstore: -8.05%

Market share of the sales value by the list price

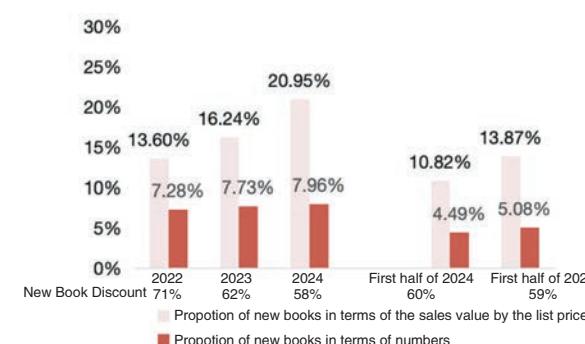
(in terms of different categories)



Year-on-year growth rate in sales value of segmented categories



Highlights of new released books



The proportion of new books in terms of the sales value by the list price has increased year-on-year, but discounts the opposite, leading to a shortened product life-cycle.

Highlights of uprising vertical market

Themes and vertical market	Year-on-year growth rate of the sales value by the list price (%)	Retail Discount	High selling books
Comic	99.66	31%	<i>Ne Zha: The Past in the Three Realms</i>
Anime and game picture albums	92.00	31%	<i>Pokémon Great Encyclopedia 1025</i>
Online novels	40.25	33%	<i>Dragon Raja II: The Mourner's Eyes</i>
Webtoon	23.53	30%	<i>Heaven Official's Blessing (Six) (Comic Version)</i>
Feminism and gender studies	15.97	31%	<i>A Room of One's Own</i>
Aged society	15.30	34%	<i>The 100-Year Life: Living and Working in an Age of Longevity</i>
Female literature	13.99	35%	<i>She Came to Cleave This Mountain</i>

Interest-driven or attention-driven is a natural resource, and products with content that precisely respond to demand have relatively controllable dependence on platforms and discounts.

(Continued on F03)

Publishers Drive Book Sales Through Partnering with Short Video Platforms

Can buying books feel as natural as scrolling through short videos for users? According to book consumption data released by Douyin E-commerce for the first quarter of 2025, the platform sold over 3 million books per day on average, with average daily livestream sales revenue increasing by 56% year-on-year and total livestream duration related to books increasing by 61% year-on-year. How can publishers tap into this massive “traffic pool” on platforms like Douyin, drawing readers to make purchases?

■ By Jin Yixin, Journalist at *China Publishing & Media Journal*

Strategy 1: Publishing houses focus on store-based livestreaming to engage directly with readers, achieving remarkable results. For example, CITIC Press Corporation has accumulated over one million followers through daily livestreaming, while a social science-themed livestreaming room achieved an average monthly GMV (gross merchandise volume) of over 200 million yuan. Among book categories, educational and children's books were the most popular in Douyin livestreams, while sales of sports books increased the most, by 468%.

Strategy 2: “Active search + livestream sales” becomes the core driving force. Sales from searches grew by 74% year-on-year, while sales generated from shelf-based product card (refers to the scenario users proactively search, find the product link, and place an order) rose by 82% year-on-year. This shows that users are not only buying books directly from publishers' livestream rooms but also actively searching for relevant topics and books. The online shelf-based shopping scenario on short-video platforms is steadily improving. For example, workplace reading lists like “Python for Beginners” and “Must-Read Psychological Books for the post-00s Generation” saw search volumes spike on e-commerce platforms.

Strategy 3: More and more new releases are prioritizing content e-commerce channels for launch. Titles such as *Nezha: Past Story of Three Realms* (《哪吒: 三界往事》) and *Great Chinese Language Illustrated Digest* (《大语文知识画报》) quickly went viral through Douyin livestreaming, with single-session sales easily exceeding 10,000 copies.

Strategy 4: Children's books remain a perennial bestseller category on e-commerce platforms. According to the 2025 *Douyin E-Commerce Children's Book Consumption Report* (《2025抖音电商童书消费数据报告》), the number of users purchasing children's books on the platform grew by 45% year-on-year, with average daily sales exceeding 900,000 copies, equivalent to 625 copies sold every minute. More than 200 bookstores and publishers generated over 1 million yuan in livestream sales of children's books. Among all products, the most popular ones were *BabyBus 0-3 Cognitive Enlightenment Package* (《宝宝巴士0-3岁认知启蒙套餐》), *Climbing Sheep: Graded Chinese Book for Children* (《小羊上山儿童汉语分级读物》), *Encyclopedia of Geography* (《地理大百科全书》), *Nezha: Past Story of Three Realms*, and *The Story of Oakwood Forest* (《橡树林的故事》).

In summary, publishing houses give priority to e-commerce marketing. Their success in e-commerce marketing depends decisively on high-growth categories, youth-oriented content, localized operations, and synergies between new releases and famous IPs. Specifically, marketing can be scenario-based. For instance, fitness books can be paired with gym equipment packages; product selection should lean toward consumer groups with stronger purchasing intent, such as the generation after 00s and Millennials; publishers can leverage regional markets by hosting dialect livestreams or releasing local-culture reading lists in collaboration with KOLs (key opinion leaders); and new books can feature exclusive first editions or signed copies to appeal to collectors.

Meanwhile, Xiaohongshu, another China's major content e-commerce platform and lifestyle-interest community, has established itself as “young and vibrant”, “national lifestyle guide” and “top product recommendation platform”. **More and more publishing houses are recognizing Xiaohongshu's power in driving vertical user traffic, focusing on creating viral notes combined with continuous and targeted marketing campaigns.** Strengthening the “content – traffic – sales” cycle has become a priority for Xiaohongshu's operations. In August this year, Xiaohongshu announced the plan to form a major commerce division, doubling down on e-commerce to realize the transformation from product recommendation to product removal, which aims to better connect quality content with product transactions.

Piya, a worker of Xiaohongshu's book industry operations, told *China Publishing & Media Journal* that making the content chic and appealing, frequent posting and avoiding excessive price wars are publishers' winning strategies on the platform. As for livestreaming, she gave some suggestions, including reviewing the notes, drawing traffic into the livestream room, setting the lighting, making livestream cards, and designing group chats. She said that each livestream should last at least three hours and overly cheap products should be avoided to help attract more platform traffic.

Yang Zhe, Marketing Director at Guomai Culture & Media, highlighted that Xiaohongshu is a decentralized distribution platform, where users with fewer than 1,000 followers generate over 90% of content and capture 50% of total traffic. Top search results are dominated by UGC (user-generated content). She emphasized that publishers must remain sensitive and break free from industry inertia to identify hidden user needs. For example, when initially promoting the public-domain classic *Flat-*

land (《平面国》), she was stuck on its genre as a science fiction. Later, she noticed that some users interpreted the book from a feminist perspective in history. To test this idea, she posted related notes from her personal account and yielded strong engagement. She and her team then collaborated with female-focused influencers, producing a series of viral notes that ultimately drove 400% sales growth for the book.

CITIC Press Corporation has adopted a “one main account + five vertical sub-accounts” matrix strategy on Xiaohongshu, ensuring complementary content and cross-traffic, while building immersive livestreaming scenarios. According to Zhang Ying, Senior Director of CITIC Press Corporation's New Media Division, the main account functions as both a brand image hub and livestreaming channel, converting traffic through book sales, while the sub-accounts target segmented content and reader groups. In March 2024, when the new picture book *Ode to the Red Cliff* (《赤壁赋》) launched, multiple accounts, including “CITIC Children's Books” “CITIC Children's Books Red Cloak” “CITIC Children's Book Nook” and “CITIC Children's Book Mothers' Club”, posted simultaneously, producing five notes with thousands of likes within a week. On launch day, the “CITIC Children's Books” account set up a traditional Chinese style livestreaming scene, with hosts in themed attire, creating an immersive atmosphere and generating over 100,000 yuan in sales in a single session.

Overall, with book sales continuing to thrive on short-video e-commerce platforms, leading Chinese publishers are actively exploring new routes. While their paths to success vary, mastering platform mechanics, identifying product features, tapping into user interests, and enhancing content appeal are proving to be the keys. With these elements in place, the next blockbuster title is surely within reach.

(Continued from F02)

Distribution of sales channels for new books in the month of their release



New book highlight 1: buzz bestsellers from renowned authors and highly anticipated award-winning works

- *Artificial Criminal, Goddess of Wishes* and other new works by Keigo Higashino.
- *Accidental Events* and other new works of Yu Hua.
- Liu Chuxin's novel *Muddy Puddle* (published in June 2025) won the Fiction Award of the Second Lijiang Literary Award.

New book highlight 2: focusing on popular IPs and derivative cultural and creative products

Characteristics	Books
Print book publications of trending IPs derived from online literature have garnered high enthusiasm.	<i>Hui Tian (III)</i>
The derivative publications of art performances, films and television and variety shows are popular.	<i>The Art Book of Ne Zha II</i> (adapted from the movie <i>Nezha</i>) <i>Summer at the Back Steep Gate</i> (from the variety show <i>Let's Farm</i>)
New installments of the best-selling book series have achieved outstanding sales.	Latest release of <i>The Great Chinese Treasure Hunt</i>

New book highlight 3: targeting the right audience

Category	Books
Children's psychological self-help	<i>The Most Important Thing in Life</i> (Comic Edition)
Comic & Graphic novel	<i>My Dear Maltese</i>
Literature	<i>Song of Dragon and Phoenix</i>
Artificial Intelligence	<i>DeepSeek Practical Guide</i>

Driving High-Quality Development of Sci-Tech Publishing Through Innovation

■ Hu Huaqiang (Board Chairman and Managing Director of China Science Publishing & Media Ltd.) □ Qu Jingfan (Journalist at *China Publishing & Media Journal*)

□ Could you please share with us what factors attribute to the favorable performance in first half of 2025?

■ Over its 71-year history, China Science Publishing & Media Ltd. (Science Press, hereinafter “CSPM”) has grown alongside China’s scientific development. Supported by leading scholars as authors and translators, CSPM has upheld its tradition of “High Standard” “High Level” “High Quality” and “Seriousness” “Rigorously” “Strictness”.

Guided by the principle of high-quality development, CSPM pursues goal-oriented, innovative, steady, and structural optimization strategies. CSPM’s book publishing strategy focuses on strengthening academic publishing, accelerating technical and educational publishing, and refining humanities and social sciences output. Through the construction of journal platforms, CSPM coordinates and advances the integration and reform of the journal business segment, accelerates the pace of launching new journals, and strives to increase both the influence and scale of its journal portfolio. By exploring new pathways for knowledge services and advancing intelligent publishing, CSPM will accelerate the advancement of intelligent publishing, keep building business clusters for scientific and technological knowledge services and smart education, foster new drivers of new productivity forces, and steadily enhance the capacity of scientific and technological knowledge services.

In the digital era, artificial intelligence is reshaping the entire STM publishing industry. In response, CSPM has accelerated its digital and global transformation, developing multiple digital publishing and knowledge service platforms that aggregate high-quality resources worldwide. Precision services and operational efficiency have become key international competitive advantages. Through diversified operations and active innovation, CSPM has laid a solid foundation for sustained growth while strengthening the global influence of China’s STM publishing.

□ What’s the goal of CSPM’s publishing business? And what the publishing scope does CSPM mainly focus on? How did you develop the high-quality works which are popular among the researchers and students and meet their demands?

■ To keep pace with the advancement of China’s science and technology undertakings and respond to market demands, CSPM has rapidly enhanced its capacity to serve national strategic goals. Focusing on cutting-edge fields such as next-generation IT, high-end equipment manufacturing, and new energy technology, CSPM has mobilized key resources to plan and publish various book series that reflect national priorities and showcase China’s capabilities in science and technology, delivering both social and economic benefits and success.

As a comprehensive STM publisher, CSPM’s publishing scope covers science, technology, medicine, education, humanities, and social sciences. Medical research publishing constitutes a vital part of its portfolio. Guided by a commitment to public health, CSPM focuses on frontline medical advances, preserving medical heritage, and disseminating knowledge. CSPM has published notable works including *The Atlas of Epidemiology of Natural Focus Diseases in China* (《中国自然疫源性疾病流行病学图集》), *Surgery of Peking Union*



Hu Huaqiang

Medical College Hospital and Union Hospital: Key Points, Challenges and Strategies (《协和手术要点难点及对策》), and *Research Compilation of Compendium of Materia Medica* (《本草纲目研究集成》). In terms of digital integration, CSPM has focused on the needs of researchers by developing specialized knowledge bases such as the traditional Chinese medicine knowledge base “Library of Materia Medica” (“本草数典”). CSPM has also concentrated on big data in healthcare, creating multimedia medical knowledge service cloud platforms like “Medline” (“中科医库”) and “Yuanzhi” (“远至”) Medical. These platforms provide authoritative knowledge service resources for medical professionals and offer specialized decision-making support for diagnosis and treatment.

□ What new practices has CSPM adopted in building a more functional, convenient and multi-media digital platform?

■ CSPM is dedicated to serving the research and education communities through continuous innovation and integration of our digital platforms. Our self-developed journal publishing platform, SciEngine, leverages AI-driven technologies to enhance the efficiency of academic communication through precise data analysis and personalized content delivery. The Science Reading, another key platform, provides access to a vast collection of over 70,000 professional titles and supports interactive learning across multiple devices. Our specialized databases, such as the “China Species Library” and “Library of Materia Medica”, integrate professional contents with AI tools and multimedia resources to deliver comprehensive knowledge services. Furthermore, we are actively engaging in the development of smart education and have launched a digital textbook platform, combining digital textbook publishing, interactive teaching, intelligent assessment, and learning analytics, thereby fostering a dynamic educational ecosystem.

□ How does CSPM deal with the challenges and opportunities brought by AI? Which technology companies or publishing institutions will CSPM cooperate with in the field of AI in the future? In the face of AI and technological changes, how should the publishing industry maintain its core competitiveness in the future?

■ The deepening integration of AI technologies pro-

motes efficiency and diversification throughout the entire publishing processes. Traditional publishers are currently transforming from content providers into comprehensive knowledge service entities that encompass content creation, knowledge services, and value dissemination.

At CSPM, we are actively exploring AI-driven pathways for improving the entire research processes and editorial lifecycle, including content production, knowledge services and educational innovation. Our strategy is to develop indigenous products and work together with leading technology companies and STM publishers globally to advance the application of AI in academic publishing, smart education, and editorial workflows.

By strengthening the integrated capabilities of knowledge contexts, technological innovation, scenario application, we are committed to building higher-level knowledge service platforms to foster the core competitiveness.

□ In terms of international cooperation, how did CSPM achieve innovation and development? In the aspect of global expansion, what role have the overseas acquisitions like purchasing EDP Sciences played for CSPM? In which countries and which academic disciplines has there been a significant increase in academic publishing cooperation?

■ The global strategy of CSPM has been implemented in clear phases from deeply collaborating with leading foreign publishers, to actively cultivating overseas markets, and further to acquiring established international STM publishers. Our mission has simultaneously evolved from promoting the marching out of books, to co-launching high-level international journals, and finally to integrating digital platforms and refining knowledge services. By effectively leveraging domestic and international resources and markets, we are committed to building a globalized, diversified, and deeply integrated system for scientific and cultural exchange.

In the realm of book publishing, EDP Sciences, one of our overseas base, plays a pivotal role in spreading and disseminating China’s outstanding scientific achievements. To date, a significant number of high-quality and widely recognized academic works authored by Chinese researchers are organized and published in English and French.

To further strengthen CSPM’s international impact, substantial efforts have been made to explore international OA publishing models by combining EDP’s promotional channels with our proprietary SciEngine platform. Through jointly organizing academic events and conferences with EDP Sciences, we continue to deepen engagement with the global scholarly community, ensuring Chinese scientific publishing remains aligned with international practices.

Recent years have seen particularly fruitful outcomes from our collaboration with countries along the Belt and Road route, primarily in the field of Basic Sciences. Concurrently, we have deepened partnerships with leading international publishers and research institutions like Springer Nature and Elsevier. These collaborations focus on critical areas linked to the UN Sustainable Development Goals (SDGs), including climate change, public health, and clean energy as well as on frontier disciplines such as artificial intelligence and materials science.

BPG Keeps Advancing “Going Global” Strategy

■ Gao Lulu (Director of International Cooperation Department, Beijing Publishing Group)

□ Qu Jingfan

□ Can you share with us the performance of Beijing Publishing Group in recent years?

■ Beijing Publishing Group (BPG) is a comprehensive publishing institution with a long history dating back to 1948. At present, BPG owns 12 publishing houses, 10 periodical offices, and 18 subsidiaries and branches. Every year, BPG produces more than 3,000 books, periodicals, and electronic publications, which include literary works, children's books, and non-fiction books about social and natural sciences, art, education, etc.

With a keen interest in international cultural exchanges and publishing cooperation, BPG has established active cooperation with publishers from more than 50 countries and regions across the globe. It cooperates with publishers from countries participating in the Belt and Road Initiative such as Malaysia, Saudi Arabia, the United Arab Emirates, and those from European and American countries including the United States, Germany, Spain, France and China's neighboring countries such as Japan and Nepal. Over the years, BPG has constantly stepped up its strategic foreign cooperation effort by promoting collaboration, exploring new fields, facilitating and engaging in cross-cultural or cross-industry communications. From 2020 till now, BPG has signed strategic cooperation agreements with many Chinese and foreign institutions such as Han Culture Center (M) Sdn Bhd and the Arab Literature Center (ADAB).

Over the years, BPG has established strategies on three major aspects, centered on B & R countries, nations in Europe and America, and Southeast Asian nations within the Chinese cultural sphere. In recent years, collaborations with overseas partners have evolved from single-faceted copyright licensing to deep localized partnerships. This has driven our Group to establish three major regional strategic footholds along the Belt and Road: Western Asia-Central Asia, Southeast Asia, Central and Eastern Europe, and Eastern Europe. In West Asia-Central Asia, strategic cooperation with the Arab Literature Publishing Center has been established, using Saudi Arabia as a hub. From 2020 to 2024, this partnership facilitated the export of 56 titles to countries including Türkiye and Tunisia, along with the physical export of 82,000 books. In Southeast Asia, BPG established its first overseas office at the Han Culture Center (M) Sdn Bhd, driving copyright collaborations in Thailand, Indonesia, and other countries. This facilitated the local publication of 16 works including *Ordinary World* (《平凡的世界》), *The Funeral of a Muslim* (《穆斯林的葬礼》), and *Northward* (《北上》). In Central and Eastern Europe, long-term partnerships were established with eight publishers in Belarus, Serbia, and other countries, forming a regional copyright trade network. A total of 38 literary works were exported, spanning the region from north to south. This book copyright trade has driven diversified extensions, gradually fostering a new landscape of deep localized cooperation.

For the first half year, we keep advancing the “Going Global” Strategy for Publishing. Significant achievements were made in advancing copyright trade and overseas publishing. BPG was selected as a National Key Cultural Export Enterprise for the fourth consecutive term. Multiple works and publishing houses received prestigious awards and were featured on industry lists. In physical exports and brand development, we attached more importance on exporting books overseas. More books on pop-up Books and sound books establishing a new export brand focus. For international book fairs and brand influence, BPG actively participated in five inter-



Gao Lulu

national book fairs and events, hosted over 30 activities, continuously strengthened international communication capabilities, enhanced brand global reach, and solidified foundations for cultural exports.

□ Please talk about your digital strategy and successful practice within publishing business?

■ We are also highly focused on digital convergence. Over the past few years, our traditional copyright export model — primarily centered on physical books — has gradually shifted toward a dual-engine approach driven by digitalization and localization. By leveraging global platform traffic and cultivating regional specialty channels, we have achieved multi-format development and expansion. For instance, we simultaneously developed premium literary series. We collaborated with Dianzhong Media to launch the *Reading Beijing* audiobook series. This series was released globally via the Webfic app on Google Play and the Apple App Store across over 160 countries and regions. Currently, the English e-book editions of *Mulberry Leaves* (《采桑子》), *Last Year's Weather*, *Old Pavilion* (《去年天气旧亭台》), and *Me and the Temple of Earth* (《我与地坛》) have each garnered 1.5 million views and 200,000 bookmarks. By negotiating digital rights for the *Little Bear Ququ* (《小熊趣趣》) picture book series with Türkiye's platform Mancenta, we enhance product competitiveness and create more licensing revenue for each title through digital books.

□ How do you make use of AI in publishing process and is BPG planning to partner with tech companies?

■ For the past years, BPG noticed that AI has becoming a trending that poses challenges and also opportunities for the publishing industry. In our publishing and marketing processes, our group has actively adopted AI tools to enhance the scientific precision and efficiency of our copyright work. Simultaneously, we employ AI to monitor competitor pricing, ensuring our products (e.g., multilingual children's books and children's picture books) maintain a competitive edge across different regional markets. In content production, AI is used to create trial versions of multilingual audiobooks. They effectively enrich the marketing experience and help us promote international rights. Looking ahead, we plan to deepen collaboration with technology companies and publishing institutions to further explore AI's potential in content innovation, market insight, and cross-lingual production, thereby driving the intelligent transforma-

tion of our publishing business.

□ What's your goal or plan of participating in the FBF this year?

■ We will attend the FBF this year, one of our highlights is to participate in the China Joint Pavilion and Beijing delegation as well. Beijing delegation will comprise 33 organizations including Beijing Publishing Group, National Centre for the Performing Arts (国家大剧院), TikTok Group (抖音集团), Xiron Books (磨铁), and Ireader Technology (掌阅). The building of Beijing Pavilion is aiming to implement the national strategy of promoting Chinese culture globally, further disseminate Beijing's cultural heritage, amplify Beijing's voice, advance the initiative of “Sharing Beijing's Stories with the World”, and enhance the international outreach and overseas influence of the capital's publishing industry.

The 84-square-meter Beijing exhibition area will be divided into four functional zones. First, Business Negotiation Area (for meetings with clients). Second, Book Display Area. There will be near 400 titles in Beijing Pavilion and over 100 titles in Chinese Pavilion will be showcased across categories such as themed publications, translated works, classic literature, traditional culture, and outstanding fiction; Third, Cultural Innovation Zone; Fourth, Digital Interaction Zone.

Our participation in the book fair focuses on four key objectives. First, we will support the exhibition requirements by showcasing China's and Beijing's publishing strengths and receiving distinguished guests in both the China and Beijing exhibition areas. Second, we will organize international exchange events to promote Beijing's global cultural campaigns and enhance international influences of Beijing. Specially, we will build cooperation with globally leading supplier of e-books for libraries—OverDrive, Inc. Third, we will advance copyright trade through outward-facing collaborations, meeting partners like Springer, Penguin Random House, Madarek Publishing House, Amida Publishing House, and Interotma Copyright & Translation Agency. Fourth, we will promote the “copyright + domestic printing” export model for early childhood books, leveraging the Group's strengths in original content and custom publishing to expand physical book export in European, American, and global markets.

We will hold various international cultural exchange activities in both Beijing and China Pavilions. For example, hosting a thematic photo exhibition on Beijing's Central Axis, the event features “Panoramic Views of the Central Axis”, “Gates of the Central Axis”, “Scenes Along the Central Axis,” “Folkways of the Central Axis,” and “Central Axis World Heritage Bid”. Through the photographs, the exhibition forms a “Cultural Exploration Route of the Central Axis”. We'll hold the “Reading Beijing Bookshelf” Establishment and Book Donation Ceremony with the International Youth Library, donating a collection of Chinese and multilingual books reflecting Beijing's culture, urban landscape, and contemporary youth life to the International Youth Library. We'll also host international exchange events, including the “Journey of Translation: Multilingual Achievements and Cultural Dialogue” event for the *Life* (《人生》), as well as a signing ceremony for the German Version of *Panda Xiao Si* (《熊猫小四》) and *Monkey Lao Cao* (《猴子老曹》). These initiatives aim to deepen comprehensive cooperation and exchange between our group and leading publishing houses in Europe and America.

The Boundless Market Potential of Publishing Spin-offs from Hit IPs

■ By Jin Yixin

In recent years, Chinese animation, games, and online literature have risen rapidly, breaking through the “Fourth Wall” of niche subcultures and entering the mainstream. Literary spin-offs of hit IPs are experiencing counter-trend growth, even amid broader industry challenges.

According to OpenBook's 2025 Mid-Year Report on Book Retail Market Trends, four categories of books rank among the fastest-growing, which are anime, anime/game artbooks, online novels, and online comics, with year-on-year gross sales growth rates of 99.66%, 92%, 40.25%, and 23.52% respectively. This offers a ray of hope to China's book market as it searches for new breakthroughs and growth points.

Publishing brands such as CITIC Moli Books, China Youth Publishing Group Anime & Comics, Hunan Literature and Art Publishing House's Lighthouse Alight imprint, Booky Box, Iron House Books' Youhu Studio, Tianwen Kadokawa, and The Readhouse's Otakuology have given priority to manga, picture books, game tie-

ins, ACG culture, and IP merchandise in their publishing strategies, producing a series of well-received and commercially successful titles.

Leveraging the popularity of hit games to develop spin-off books has become a strategic priority. In August 2024, on the very day of its release, the game *Black Myth: Wukong* (《黑神话：悟空》) shattered Steam's all-time record for concurrent users of a single-player title. Its publisher, Zhejiang Publishing United Group Digital Media Co., Ltd., saw its stock price hit the daily upper limit for two consecutive days. In March 2025, to celebrate the second anniversary of *Honkai: Star Rail* (《崩坏：星穹铁道》), the game company miHoYo invested 250 million yuan in collaboration with the Publishing House of Electronics Industry to produce 2.4 million commemorative albums as gifts for loyal players, setting a global record for the largest single giveaway of game merchandise. In August, People's Literature Publishing House released *Egg Party: Romance of the Three Kingdoms* (《蛋仔三国演义》), a book that uses characters

from the hit game *Egg Party* to retell the classic *Romance of the Three Kingdoms* (《三国演义》), which is an innovative fusion of gaming and literature.

In the anime sphere, Nezha has become a major IP crossing over from animation into picture books and beyond. Early in 2025, the animated film *NeZha 2: The Demon Child Stirring the Sea* (《哪吒之魔童闹海》) was a box-office sensation, grossing more than 15.9 billion yuan worldwide by June 30, 2025. CITIC Press Group seized the opportunity, and published the officially licensed spin-offs, including the picture book *Ne Zha: The Past in the Three Realms* (《哪吒·三界往事》) and the artbook *The Art Book of Ne Zha II* (《哪吒之魔童闹海艺术设定集》). From their preorder launches, both titles saw explosive sales, with current cumulative sales surpassing one million and 400,000 copies respectively. How did CITIC harness this opportunity to publish spin-off books from a hit IP? China Publishing & Media Journal interviewed relevant manager of CITIC Press Group.

■ Chen Xi (Head of CITIC Press Group Animation Division (Moli Studio))

□ Jin Yixin

□ What was the starting point for CITIC's publishing spin-offs of the Nezha IP?

■ As early as 2019, after seeing the first *Nezha* film (《哪吒之魔童降世》), we were considering related book projects. By 2021, given the film's box-office success, solid fan base, highly active online communities and abundant fan-created content, it was clear that Nezha had grown into a large-scale IP suitable for extension and continuation. At that point, we reached out to the copyright holder, Enlight Pictures, and began initial discussions about spin-off publishing tied to the sequel, *Nezha 2* (《哪吒之魔童闹海》).

□ Among many possible formats, why did you choose a side-story picture book and an artbook?

■ In terms of content, we trusted the copyright holder's insights, while providing them with publishing proposals. By 2023, we agreed that the book should not only reproduce the stories told in the film. Instead, it needed new content and new narratives. Spin-offs had to remain closely tied to the films' plots and characters, but also tell stories beyond the screen, giving readers freshness and motivation to purchase after watching. Thus, *Ne Zha: The Past in the Three Realms* and *The Art Book of Ne Zha II* were both launched in January and February 2025 by CITIC, coinciding with the film release.

□ Who were the target readers for these two books?

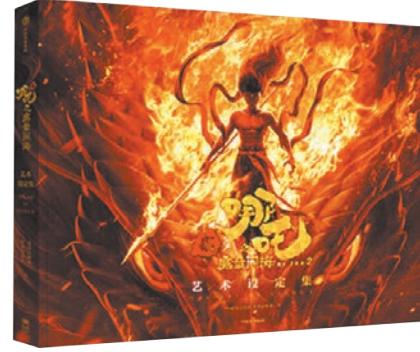
■ Based on audience and revenue data for *Nezha* spin-offs and other consumer products, 18-24-year-olds are the main consumer group. For example, the artbook's primary audience is core, dedicated fans of the movie as well as professionals. Fans are motivated by love for the film and curiosity about the creators' intentions, while professionals include those working in animation, film, and related industries, as well as students of design and animation.

We also showcased the two books at the Bologna Children's Book Fair, the Frankfurt Book Fair, and the Tunis International Book Fair, using them as a vehicle to introduce overseas readers to the newest development of traditional Chinese culture, animation, and pop culture.

□ What are the key timing and marketing consider-



Ne Zha: The Past in the Three Realms



The Art Book of Ne Zha II

ations for publishing spin-offs of hit IPs?

■ For IPs such as films, animated features, series, and live-action adaptations, attention is high but short-lived. Book and merchandise publishing must therefore align with release schedules. Ideally, books should hit shelves at or just before release. If not possible, preorders must begin during the release window to fully capture IP traffic.

This requires sharp market vision, including the ability to judge whether an IP has explosive potential and whether the product has bestseller prospects. Early communication with copyright holders, long-term partnerships, and full-chain marketing collaboration are essential.

Once the above-mentioned foundations are in place, marketing can amplify impact. For *Nezha 2*, we prepared preorder pages in advance, then launched intensive promotion during release, including CITIC's livestreaming and e-commerce accounts as the core pro-

motional hub, in-store displays during the Spring Festival screening period, and targeted campaigns at fan communities through niche platforms and KOLs in animation circles.

□ What collaborations are you currently pursuing?

■ We are in continuous contact with leading content and IP institutions such as China Literature Group, Jinjiang Literature City, and Enlight Pictures, across fields including online literature, film/TV, and gaming.

□ How do you view the mutual empowerment between hit IPs and book publishing?

■ Typically, hit IPs originate in non-text forms, such as film, comics, or games. They already have full content creation pipelines, omni-channel marketing, creation and promotion of spin-off products, which compose a mature merchandise ecosystem. For them, book publishing is an extension, an authorized derivative that adds revenue, expands publicity, and brings in new users.

For publishers, the challenge lies in how to catch this traffic and produce high-quality books that readers will buy and the market will recognize. In some cases, publishers can even extend IP content further, identifying untapped promising spin-off opportunities. Only by excelling in product marketing and user engagement can publishers demonstrate to IP holders the value of publishing in sustaining an IP's vitality.

□ Is this publishing model sustainable? What future opportunities exist for publishers?

■ If publishers position themselves merely as “content carriers”, they must compete fiercely for licenses with high costs or elaborate proposals. However, currently IP holders with large user pools prefer to manage the entire value chain themselves, including content, spin-offs, marketing, and user engagement. In the long term, publishers will need new strategies.

To move upstream and act as cultural service providers rather than just content suppliers or operators, publishers must secure strong ties with writers and invest significantly in original content and product development. By co-developing with creators and cultivating user relationships, publishers can then deepen IP incubation and brand commercialization.

Lightweight Breakthroughs vs. Heavyweight Persistence

With the growing influence of short-video e-commerce and social media on book marketing, the fast-paced livestream selling and viral sharing have boosted visibility but also require more books to capture readers' attention and generate sales within a shorter time frame. Today's readers expect both intellectual impact from the content and visual appeal from the design. Whether derided as publishers "cashing in" or praised as a way of drawing in readers and paying tribute to traditional reading, publishing houses have undoubtedly invested heavily in book design.

■ By Jin Yixin

Small in Size ≠ Shallow in Content

In the past two years, small-format, portable, affordable, and aesthetically pleasing editions have become increasingly popular. Pocket-sized books have opened up diverse reading scenarios, realizing a lightweight diffusion of knowledge. In 2024, Guizhou People's Publishing House launched its "Light Reading" brand, with the slogan "Small Format, Light Reading". Founder Han Zhi explained that the initiative aimed to test comprehensively whether books could be produced and marketed in a lighter way. It turned out that readers have shown strong interest, particularly in topics of light popular science.

The shift in young readers' habits has a direct connection with the popularity of these pocketbooks. According to Zhang Jiqiu, Marketing Director at SDX Joint Publishing Company, young readers have realized that fragmented content recommended on social platforms does not help them build a coherent and systematic knowledge structure. Many are now returning to traditional reading. Standard book formats and conventional designs, however, creates a sense of "familiar fatigue". By contrast, it will be easier to share and display with the new formats.

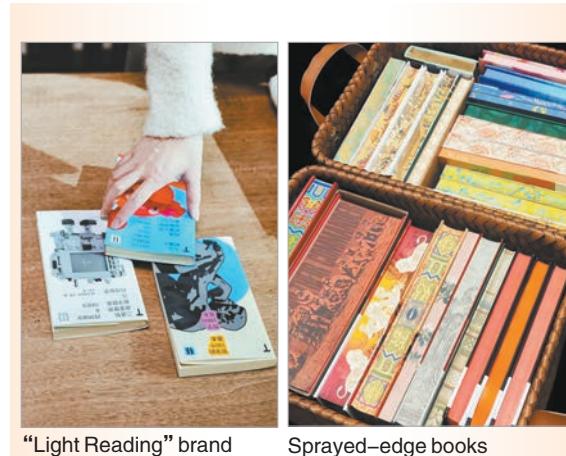
Small in size does not mean shallow in content. In August 2025, People's Literature Publishing House launched the first series of its *Humanities Classic* ("人文经典文库") pocket books, featuring 30 titles including *Dream of the Red Chamber* (《红楼梦》) and *Pride and Prejudice* (《傲慢与偏见》). In the publisher's WeChat comment section, one reader wrote: "Perfect for reading on the subway. During the morning rush, when everyone else is dozing off, I can whip out *Call to Arms* (《呐喊》), projecting me as a book lover." Another commented: "At last, the publisher has returned to its true mission, which is to serve readers, rather than producing massive hardcover tomes that are mere decorations." Such remarks underscore the appeal of small formats.

Pocketbooks are marketed as tools for light reading during fragmented moments, including commuting, waiting for a train, or in an airport lounge. "Are you scrolling endlessly on your phone? Dizzy from short videos? Struggling to extract value from the digital flood?" Such marketing pitches tie closely to daily scenarios, persuading many readers to buy products.

Even as digital reading surges, the tangible appeal of paper and ink remains strong among those who love immersive reading. Publishers of pocketbooks view one another less as rivals than as allies competing against digital formats for readers' time. As Wang Zhongbo, Deputy Editor-in-Chief of Wenjin Publishing House, puts it: "This is a competition between reading habits." Still, he expressed concern about the pocketbook's future. He claimed that the pricing ceiling is low, and without a compelling reason, readers would not accept higher prices. He suggests that finely crafted hardcover pocket editions, combining delicacy with distinctive content, may provide a breakthrough.

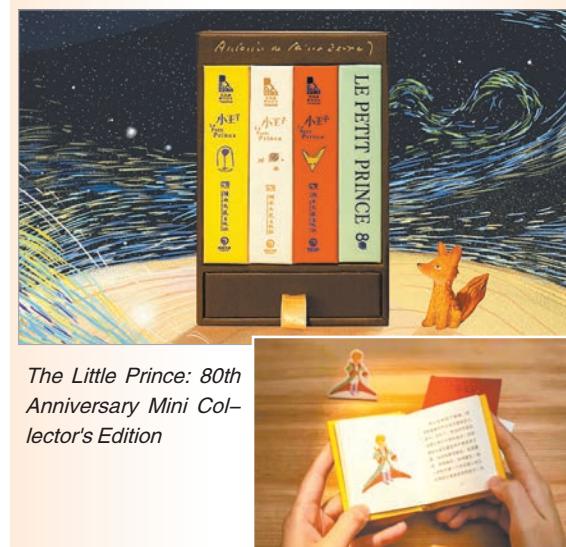
Deluxe Editions Entering the Mainstream

If pocketbook editions cater to readers who value portability, deluxe editions have special appeal to their own reader group. Generally speaking, deluxe editions are also known as special or collector's editions, which are distinguished from standard paperbacks or hardcovers by



"Light Reading" brand

Sprayed-edge books



The Little Prince: 80th Anniversary Mini Collector's Edition



Humanities Classic pocket books

unique design, special materials, or advanced production techniques, often endowing them with high artistic and collectible value. Frequently issued in limited quantities for their uniqueness, they may feature numbering, author signatures, or personalized bookplates.

Common types of deluxe editions include Sprayed-edge books (with colored, gilded, or patterned page edges); Deckle-edge books (with rough, uncut page edges evoking handmade charm); Pop-up or mechanical books (with moveable components, 3D paper structures or interactive elements, breaking 2D barrier); Material-based books (using leather, wood, metal, silk, etc. for covers or cases); Shaped books (with non-rectangular forms such as round, die-cut, or irregular shapes); Facsimile books of ancient texts (replicating traditional for-

mats such as accordion bindings, "dragon-scale" folds, or whirlwind bindings).

These special formats have a long history. For instance, famous Chinese writer Lu Xun introduced deckle-edge books to China in the 1920s-1930s, praising them for preserving the book's raw state and engaging readers by requiring them to cut the pages themselves. Today, hybrid deluxe editions are on the rise — combining sprayed edges, deckle edges, facsimile cases, numbering, or gift boxes — to create immersive reading experiences. Yet without industry-wide standards, the market remains inconsistent and many problems have arisen, such as excessive premiums, over-packaging, and "design for design's sake" risk, causing aesthetic fatigue and even harming publishers' reputations.

Who are the target consumers of deluxe editions? In general, their "special" nature means they are not for the mass market but for bibliophiles and collectors who value tangibility and rarity. The deluxe editions mean a customized gift for these people. Collecting such editions goes beyond content. Instead, it represents the preservation and possession of scarce cultural artifacts, with each volume embodying a unique cultural memory.

Deluxe editions are usually sold within limited-time or via limited-quantity "drop" sales, using scarcity marketing. For publishers, they can provide supplementary revenue, but heavy promotional investment may backfire, which draws attention without generating sales, leaving publishers "gaining buzz but losing money".

However, publishers are experimenting with new approaches to bring deluxe editions into the mainstream. For example, some "special editions" use creative design but target a broader readership. In 2022, Sisyphe Push-stone Culture and CS-BOOKY jointly released *The Little Prince: 80th Anniversary Mini Collector's Edition* (《小王子》), which gained wide attention on Xiaohongshu. The same year, Sichuan People's Publishing House published a special edition of *Somewhere Towards the End* (《暮色将尽》) priced the same as the standard edition, but limited to 400 copies. The special edition was soon resold at a premium on second-hand markets.

Crowdfunding has also entered the publishing field. Many deluxe editions are marketed as "never to be reprinted after this campaign", appealing to readers' sense of investment value. Campaigns often offer multiple tiers, each with added features to meet diverse needs. Membership exclusives are another model. Chain bookstores like Sisyphe and certain e-commerce platforms collaborate with publishers to produce special editions as member rewards, while still making them available to general readers.

Overall, while book design to some extent determines whether a title can immediately capture a reader's eye, it is ultimately the content, rather than the format, that sustains continued reading and drives word-of-mouth recommendations. Whether pocket-sized editions, deluxe collector's editions, blind-box or mystery-bag formats, or any other decorative appearance, only truly valuable, enduring content forms the foundation and confidence for "renewed appeal". For readers, if a book offers no additional value, the initial novelty soon fades, and the crowd will disperse. When choosing book design formats, publishers must avoid being "dazzled by superficial glitter", and instead focus on aligning design with content selection and innovating to a proper degree.

Unveiling the Secret Behind the Success of Children's Books

■ Leonie Weidel (German translator) □ Qu Jingfan

In recent years, German publisher Loewe Verlag has introduced the *White Fox* ("白狐迪拉") series by Chinese author Chen Jiatong. The series has earned itself a place on the bestseller lists, fostering new connections between Chinese and German children's literature. Why has this series won the attention of German readers? Its translator, Leonie Weidel, shares her perspective.



□ As the translator of this series, how did you first come across the books?

■ I literally grew up reading books published by Loewe Verlag, so I have always been a loyal reader. When I heard that the publisher was looking for a translator for the third volume of a Chinese children's book series, I immediately contacted the responsible editor. At that time, I didn't yet have many published translations, so I offered to do a trial translation. That sample eventually won the editor over. For me, this was incredibly fortunate as I not only got to know the vivid characters of *White Fox*, but also came to work with the excellent Loewe team. I took over as translator starting from the third book in the series. My personal favorite is the fifth volume, *The Adventures of Rubion* (《鹿比翁的英雄历险》), which is a sort of spin-off and serves as a prequel to the series. It's a wonderfully exciting tale of adventure, both creative and humorous, and that is exactly the kind of story I love.

□ It is said that the first two volumes were translated into German from English, but starting with the third one, they were translated directly from Chinese. What's the reason for this change?

■ The first two were translated from English because English editions were already available at that time. But to continue the series, a direct translation from the Chinese originals was necessary. The books combine a fairytale-like sense of fantasy with dramatic twists and turns, complex characters, witty and poetic language. These qualities fit perfectly with Loewe's publishing

profile, so the decision was made to translate directly from the Chinese edition. Recently, the German editions' rights were also licensed to a Belgian publisher. In the past I might have thought it a pity when translations were made from another language rather than the original. But I have come to realize that this approach can be very meaningful, when it allows the life of a story to extend and expand.

□ What challenges did you encounter in the translation process? Did you communicate directly with the author?

■ The target audience was an aspect that required special attention. In Germany's children's and Young Adult market, age groups and categories are clearly defined, with many details to consider. *White Fox*, however, is not that easy to categorize. In the first two German editions, translated via English, certain details had already been settled, such as adjustments to content and changes to some character names, making them more suitable for readers aged nine and above. From the third book onward, we had to follow that same approach. All adjustments were made after close communication between the editorial team and the author, to ensure caution and consistency. While translating, I kept the overall tone and these modifications in mind. The editors collected suggestions and questions, and discussed them with the author. Fortunately, the author Chen Jiatong speaks fluent English, is extremely friendly and shows great respect for others. Therefore, communication was smooth and highly efficient.

□ In your view, why has *White Fox* appealed to so many German readers?

■ If there are a hundred ways to bring a book to German readers, there's only one reliable path to make the bestseller list, which is to find a professional and dedicated local publisher.

Chinese cultural elements are indeed an important part of both *White Fox* and *Dream Keeper* (《造梦师》), and some readers might pick up these books precisely for that reason. But in my opinion, the success of *White Fox* simply lies in its well-chosen genre (animal fantasy), the creative underlying concept and a gripping storyline. To date, the series has sold more than 300,000 copies in Germany.

It's possible translations are more likely to succeed when they are a specific type of genre-literature, where readers are primarily focused on what they are reading rather than where it comes from. This can be clearly observed in science fiction and fantasy. Genre unites readers and, to some extent, breaks down barriers. And if a work or an author becomes successful enough, that success can in turn push beyond the boundaries of the genre.

□ Apart from this series, have you translated other works by Chinese authors? What books are you reading at the moment?

■ My main focus so far has been children's literature. I've translated works by Liu Xun, Xiong Liang, Jin Bo, Bao Dongni, Hai Fei, and soon I will be translating works by Tang Sulan and Shuiluo Sheng Sheng (水落声声). Meanwhile, I'm also working on two projects in social science and literary non-fiction prose. Translating children's books sharpens my ability to judge which texts will retain their literary effect after translation. Children's books tend to have simpler sentences, so the content must be strong and the language graceful. My favorites are books that combine intelligent humor and depth.

At the moment, I'm reading Li Bihua's short story collection *Dumplings* (《饺子》), as well as works by Malaysian Chinese authors Li Zishu, Ng Kim Chew, Ho Sok Fong, and Chang Kuei-hsing.

Building a Cultural Bridge between China and Europe

■ Zhao Binwei (Vice president of Humanities Division, Shanghai Jiaotong University Press) □ Qu Jingfan

□ Can you talk about how you encountered the author of title *Dunhuang Meets the Louvre*?

■ Mr. Luo Yier, after finishing his studies in France, has long been engaged in cross-cultural research between the East and the West. His art talk show is incredibly popular. Our editors had previously watched his show, which happened to be themed "Dunhuang Meets the Louvre". We thought the content was suitable for publishing. Then, with the help of a friend, we got in touch with Mr. Luo and invited him to write a book on "Dunhuang Meets the Louvre". And thus, the book was released in March 2023. Through our colleagues' work to overseas publishers, Shanghai Jiaotong University Press has just sold the English rights of *Dunhuang Meets the Louvre* to Natural Logic Publishing Inc., Canada.

□ What have you experienced during the course of publishing the book?

■ Some of the content in this book is drawn from Mr. Luo's performances about Dunhuang and the Louvre, but talk show and book writing are two completely different things. The former emphasizes rhythm, gags, and various angles to entertain the audience, while writing focuses on integrity and structure. Writers must delve

deeply into the idea rather than simply bringing it up with a one-liner. So it needed a lot of effort to transform the content. And the pursuit of depth naturally resulted in more new content. So, while this book was inspired by talk show, it's essentially a brand-new creation. The entire book went through four rounds of revisions before being published two years later. It was truly a journey of extraordinary effort.

□ How did you sell the French and English rights of this book?

■ A good book would surely attract readers to buy it. We are confident in this book. We can't deny that the publishing was likewise well-timed. 2024 happens to be the China-France year of culture and tourism. The whole society encouraged cultural exchanges between the two countries. Our book just aligned with the trend, making it a perfect time for the copyright export.

□ Mr. Luo will attend the Frankfurt Book Fair this year, will he give a talk show at the event?

■ Yes, at the Frankfurt Book Fair, he will perform a short talk show about the artistic interaction between Dunhuang and the Louvre.

□ Which publishing house bought the French and English rights of this book? And what's their feedback?

■ The French edition was published by Natural Logic Publishing Inc. in December 2024. The foreign publisher is very interested in this book as they know that it begins with the art of the Louvre, which is familiar to the Western readers, then moves on to the art of Dunhuang. When comparing Eastern and Western art, it offers a fresh and novel perspective. Natural Logic Publishing Inc. also purchased the English rights because they think the book is amazing.

□ Are there some global promotion plan for its translation rights sales in the future?

■ The book will be promoted primarily in Japan, where Dunhuang studies are well-developed, and the art is not so unfamiliar to the public.



Author Luo Yier

Literary Writers Presenting Society from Multiple Dimensions

Contemporary Chinese writers observe and interpret today's society from diverse perspectives. For example, Lu Min resists the debates on "the death of literature", remaining true to initial aspiration and approaching what she hopes to see in her work. Ma Boyong, Shuang Xuetao, and Shi Yifeng explore the details of their characters and the complexities of human nature from the perspectives of historical narrative, social transformation, and everyday life. And literary newcomer Liu Chuxin, after a decade of dedication, has produced works reflecting the struggles and downfalls of individuals amid the torrents of history. Together, they showcase the multifaceted value of contemporary literary creation.

By Qu Jingfan

Lu Min

Born in 1973 in Dongtai, Jiangsu Province, Lu Min worked as a post office clerk, secretary, planner, and civil servant from the age of eighteen before turning to fiction writing in 1998. Her representative works include the novels *The Golden River* (《金色河流》), *This Love Could Not be Delivered* (《此情无法投递》), and *Dinner for Six* (《六人晚餐》), and short story collections such as *The Viewfinder* (《取景器》), *Dream Harvester* (《梦境收割者》), *Page-Drunk* (《纸醉》), *The Song of Parting* (《离歌》), *Stirring up the Dust* (《惹尘埃》), and *Accompany the Feast* (《伴宴》). She has received the Novelist of the Year Award, the China Writers Literary Award, the Lu Xun Literary Award, etc.



In June 2025, her new short story collection *Those Who Do Not Perish* (《不可能死去的人》) was published by People's Literature Publishing House. Lu Min describes this book as part of her "early agedness" stage of writing, reflecting her understanding of life, living and time.

In recent years, she has become increasingly renowned, particularly for her short stories and novellas. Amid debates about "literature is dead" or "living toward death", Lu Min has stayed steadfast, seeking to approach what she values most. Fellow writer Lu Nei remarked that the Chinese characters in Lu Min's novels may seem like ordinary people we encounter in our lives. When placed in a global context, however, they strike readers abroad as distinctive, embodying the unique value of literary writing.

Ma Boyong

Born in 1980 in Chifeng, Inner Mongolia Autonomous Region, Ma Boyong graduated from the University of Waikato in New Zealand with a degree in business administration. Since 2015, he has worked full-time as a writer. He is acclaimed for his historical novels, noted for unearthing subtle details and hidden stories within grand historical narratives. His representative works include *The Wind Rises in Longxi* (《风起陇西》), *Schemes in Antique* (《古董局中局》), *The Longest Day in Chang'an* (《长安十二时辰》), and *The Ming Dynasty Under the Microscope* (《显微镜下的大明》). He has also written science fiction works such as *The City of Silence* (《寂静之城》) and *Mark Twain Robots* (《马克吐温机器人》), with the former winning the Galaxy Award, China's top science fiction honor. His recent publications include *Lychee of Chang'an* (《长安的荔枝》) and *The Annoyance of the Gods* (《太白金星有点烦》). Many of his works have been adapted into popular films and television series.



Ma Boyong is among the most widely read and influential contemporary Chinese authors. His novels frequently feature historical figures and events, yet his narratives reveal fresh perspectives on history. Blending

time travel, magic, and fantastical elements with a realist sensibility, his works explore pressing issues of modern society. His characteristic wit, optimism, and humor allow him to probe into the complexity and contradictions of human nature.

Looking forward, Ma Boyong hopes to express his current understanding of life literally, ensuring that each book breaks new ground and expands his creative boundaries to discover where his ultimate limits lie.

Shuang Xuetao

Born in 1983 in Shenyang, Liaoning Province, Shuang Xuetao graduated from Jilin University. In 2011, after publishing his debut novella *The Winged Devil* (《翅膀鬼》), he resigned from his job as a bank clerk in Shenyang to pursue literature full-time. His major works include the novels *Tianwu's Notes* (《天吾手记》), *The Winged Devil*, and short story collections such as *Moses on the Plain* (《平原上的摩西》), *The Aviator* (《飞行家》), *Bright Hall* (《光明堂》), *The Master* (《大师》), and *Hunter* (《猎人》). He has won the Global Chinese Film & Fiction Award, the Blancpain-Imaginist Literary Award, and Baihua Literature Award for Novella. Several works have been adapted into films.



Shuang Xuetao skillfully weaves elements of Northeast China and suspense into his stories, focusing on the fates of ordinary lives amid sweeping social transformations, which earned him growing recognition in the literary world. Reflecting on why many of his works are adapted for the screen, he explained that he emphasizes character-building in his writing, which is essential to crafting compelling films.

In his 2024 collection *The Unceasing* (《不间断的人》), his "Northeastern experience" retreated to a backdrop or a hometown setting, while science fiction and urban themes took the forefront. Boundaries of human nature, the duality of artificial intelligence, and the uncertainties of the online world are explored in this novella. Now in his forties, he is engaging with pressing social issues in his works, such as AI development, the proliferation of social media, the silencing of intellectual voices, and the future direction of humanity.

Shi Yifeng

Born in 1979 in Beijing, Shi Yifeng graduated from Peking University with a degree in Chinese literature and now serves as a senior editor at Bimonthly magazine *Dangdai* (《当代》). His representative works include the novels *A Life for a Life* (《借命而生》), *The Girl Under the Red Flag* (《红旗下的果儿》), and *Love in Beijing* (《恋恋北京》), as well as the story collections *The World Has No Chen Jinfang Left* (《世间已无陈金芳》) and *The Ultra-Militant* (《特别能战斗》). He has received the Lu Xun Literary Award, the Feng Mu Literary Award, and the Baihua Literature

Award.

Shi Yifeng believes that in today's era of instant information, we should attach greater importance to the value of "deep reading". He insists that writers should create spiritual value, maintain composure, and remain closely connected to everyday life.

Shi Yifeng is regarded as the "heir of rogue literature" due to the similarities between his works and that of Wang Shuo. His works such as *Love in Beijing* and *Parenting Journey of Three Families* (《逍遙仙兒》) brim with vivid details rooted in careful observation of life and society. As to the issue of AI, he expressed that if AI were to occupy all of human existence and the very foundation of literature, life and lived experience became AI-driven, the value of human literary creation would be extinct. Though troubled by this prospect, he believes writers must actively engage with reality, clumsily yet deeply feeling, thinking, and expressing our present lives. Such genuine human experience, he argues, will become even more precious in a future dominated by AI.

Liu Chuxin

Born in 1991 in Jingzhou, Hubei Province, Liu Chuxin received his bachelor's and master's degrees in philosophy from Huazhong University of Science and Technology, and a PhD from Wuhan University. His novel *Quagmire* (《泥潭》), released in June 2025, won the 2nd Lijiang Literary Award for Fiction even before its official publication. It set a record of over 400,000 pre-sale copies in three weeks, making him one of the most celebrated debut authors of the year.



Liu Chuxin dreamed of becoming a writer at the early age of 13. He began conceiving *Quagmire* in 2013 and completed it in May 2025 after twelve years of drafting and revision. The title *Quagmire* carries three meanings. Firstly, it pays homage to Li Jieren's 1935 classic *Ripple across Stagnant Water* (《死水微澜》), which depicted the conflicts and combats among government officials, foreign missionaries, and the Boxer Rebellion between 1894 and 1901. Besides, it symbolizes the characters' struggles and downfalls in the tides of history. And it mirrors the author's own creative struggles, as he felt himself sinking into a metaphorical quagmire during the writing process.

Unlike writers focusing on regional themes, Liu Chuxin is more concerned with people stripped of regional identity amid modernization and industrialization, examining their shared traits, or ailments. He has said that his future works will address contemporary themes, which are shaped by his own life experiences of his parents' layoffs during the period of reform and opening up, the country's rapid development, waves of urbanization, the rise of the internet, livestreaming, short videos, and consumerism. These experiences distinguish his work from that of older generations of writers. He states, "Our generation are the most suitable writers for describing the present and the decades ahead in China. And that is the mission of young writers."



Brilliant stars of Chinese Science Fiction Writers

In recent years, thanks to the expansion of science fiction publishing platforms, the establishment of awards and incentive mechanisms, and the support of provincial governments, China's science fiction boom has been growing continuously. New generations of writers have emerged, among whom Pan Haitian, A Que, Tang Fei, Zhang Ran, and Gu Shi, have become representative authors with distinctive styles. These rising stars, while inheriting tradition and pursuing bold innovation, have opened new horizons in both domestic and international book markets with their global vision, profound reflections, and concern for the future of humanity.

■ By Qu Jingfan

Pan Haitian

Born in 1975 in Fujian Province and graduating from Tsinghua University's Department of Architecture, Pan Haitian is regarded as a representative of China's third generation of science fiction writers. His major works include *City of Clones* (《克隆之城》), *The Legend of the Master Craftsman Yanshi* (《偃师传说》), *Run, Dajiao, Run* (《大角快跑》), *The Island of Immortality* (《永生的岛屿》), and the short story *The Hunger Tower* (《饿塔》). He has won the Galaxy Award multiple times.



Pan Haitian is known for his bold innovations in science fiction, introducing elements of fantasy and blurring the boundary between "technology" and "magic". Together with other writers, he helped launch the *Jiu-zhou Series* ("九州"), creating a new space for writers' imagination. In exploring themes of creation, he increasingly focuses on the relationship between human consciousness and the world, incorporating traditional science fiction motifs like the brain-in-a-vat and virtual worlds, alongside fantasy concepts such as embodied consciousness and illusionary magic, as well as religious topics such as the celestial realms and the mortal-divine relationship, and modern media technologies like film and video games. His works remind us that world-making can occur at any moment, perhaps with a single thought.

As a lover of soft science fiction, Pan Haitian aspires to build worlds in his heart, cherishing those that are close to him and appreciating those that are not. He has been deeply influenced by the works of Ray Bradbury, especially their subtle melancholy and poetic sadness. And he strives to create refreshing, distinctive works of his own.

A Que

Born in 1990 in Jingzhou, Hubei Province and originally named Li Wei, A Que was a graduate of Sichuan University in Hydraulic Engineering in 2014. His representative works include *Farewell, Doraemon* (《再见哆啦A梦》), *An Account of the Sky Whales* (《云鲸记》), *Starlit Voyager* (《星海旅人》), *Walking with Robots* (《与机器人同行》), *Against the Stream* (《逆流者》), and *Mrs. Griffin Prepares to Commit Suicide Tonight* (《格里芬太太准备自杀》). He has received the Global Chinese Science Fiction Nebula Award and the Galaxy Award.



In university, A Que joined the Sichuan University Science Fiction Association, winning first prize in a national intercollegiate fantasy writing competition with *The Quiet Awakening* (《悄然苏醒》). Robots often appear in his stories. For example, in *Walking with Robots* (《机器人间》), household robots are loyal and steadfast, never abandoning their human companions, and wartime robots would accompany their young masters to wait for a sunrise.

On the subject of generative AI, A Que remarked: "I remain optimistic about human authors, because AI is still incapable of independently producing a science fiction novel that reaches even a passing level. Perhaps one day AI will produce masterpieces, which makes me feel ambivalent. I worry about the profession of writers and stay alert, but I am also a little curious. Still, I firmly believe that human emotion is the greatest charm of fiction. Before writing each story, authors must try to find its emotional core and points of brilliance."

Tang Fei

Born in 1978 in Jiangsu Province and originally named Wang Jing, Tang Fei is a member of the Science Fiction and Fantasy Writers Association of America (SFWA). Her representative works include *Odicyber* (《奥德赛博》), *Post-Humanity* (《后来的人类》), *The House of Light* (《光的屋》), *The Man Who Saw Cetus* (《看见鲸鱼座的人》), *The Nameless Feast* (《无名盛宴》), *Call Girl* (《黄色故事》), and *Broken Stars* (《碎星星》). She has won the Silver Award for Favorite Translated Mystery & Fantasy Novel in the United States and the Chinese Science Fiction Readers' Choice Award.



Tang Fei adopted her pen name in 2008 when she wrote *Call Girl*, which was translated into English by Ken Liu and published in the United States. Liu has described her works as "speculative fiction". For Tang Fei, science fiction is a way of thinking, which frees us from stereotypes and habitual patterns of thought through estrangement, extreme scenarios, and world-building. And thus science fiction changes how we frame problems and encourages us to re-examine daily life.

She states that in the age of AI, our senses have been colonized by vision and sight dominates how we receive information and develop relationships. Urban life heightens stress, making people increasingly crave intense visual stimulation, while taste and smell grow dulled. What happens to human relationships when our senses become alienated and numbed? Tang Fei says she enjoys the video game *The Last of Us* (《最后生还者》), which has been adapted into a TV series. In that story, the Earth becomes breathtakingly beautiful after humanity fades away. "If Earth can absorb and outlast humanity," she reflects, "so can the universe."

Gu Shi

Born in 1985 in Beijing and originally named Gu Zongpei, Gu Shi holds degrees from Tongji University and the China Academy of Urban Planning and Design. She is a senior urban planner and part-time science fiction writer. Her representative works include *Möbius Space-Time* (《莫比乌斯时空》), *The Brain Gambit* (《赌脑》), *The Memory of Time* (《时间的记忆》), *Chimera* (《嵌合体》), and *2181* (《2181序曲》). She has won the Galaxy Award, the Chinese Science Fiction Nebula Award, the Diaoyucheng Science Fiction Award, the Macao International Science Fiction Award, and the Science Fiction Planet Award.



Overture (《2181序曲》). She has won the Galaxy Award, the Chinese Science Fiction Nebula Award, the Diaoyucheng Science Fiction Award, the Macao International Science Fiction Award, and the Science Fiction Planet Award.

Gu Shi's early works created in 2011 were influenced by Western science fiction and often featured male protagonists. In 2017, after *Möbius Space-Time* won an award and was translated into English, a foreign female reader asked her why her stories contained neither women nor China. This marked a turning point, and then she began writing consciously as a Chinese female author, moving away from stereotypical roles to portray women as she envisioned them.

She later wrote the *Brain Gambit*, a novella with the cadence of martial arts fiction and the feel of stage drama, which won the Galaxy Award for Best Novella. In subsequent works such as *For Life's Poetry and the Beyond* (《为了生命的诗与远方》) and *Chronicle of Deicide* (《弑神记》), she created powerful female characters. In her newest works, she confronts women's predicaments more directly and proposes possibilities for solutions, depicting both more optimistic and more pessimistic gender futures as an early warning. She is currently compiling an anthology of works by Chinese female science fiction writers.

Zhang Ran

Born in 1981 in Taiyuan, Shanxi Province, Zhang Ran is the founder of the Science and Fantasy Growth Fund and a graduate of Beijing Jiaotong University. His representative works include *An Age of Ice* (《冰棺时代》), *Three Feet of Snow in Jinyang* (《晋阳三尺雪》), *The Year of Great Famine* (《大饥之年》), *When the Sun Fell* (《太阳坠落之时》), *The City Where the Wind Rises* (《起风之城》), and *Ether* (《以太》). He has received the Galaxy Award and the Global Chinese Science Fiction Nebula Award.



Transitioning from online literature to science fiction, Zhang Ran debuted with *Ether* in *Science Fiction World* magazine (《科幻世界》), which was later published in *Clarkesworld*, an American science fiction magazine and included in an American science fiction anthology by OR Books. He believes true science fiction must be both intensely rational and prophetic. His recent novel *Blue Sky* (《青空》) is set in a cyberpunk-inspired vision of Hong Kong's Kowloon Walled City, using a nested circular structure to tell three interconnected stories, forming a narrative with no beginning and no end. He expresses wishes to try diverse writing types and narrative styles in his science fiction works.

Ken Liu has compared Zhang Ran's stories to classic rock music, "His stories are driven by a narrative bassline, accompanied by lyrics that evoke the full spectrum of human emotion, from wrenching nostalgia to unrestrained joy. He continually invents new ideas, experiments with form, and develops new perspectives, breaking through the boundaries of genre fiction."

Unlocking a New Identity for Cross-genre Authors

In recent years, many hosts, cultural scholars, actors, and doctors have been stepping out of their traditional roles and “crossing boundaries” by venturing into book writing. This year, the renowned singer Han Hong released a collection of poetic essays titled *The Masked Poet and I* (《我与蒙面诗人》); and the post-90s musician Zeng Yike published her first full-length science-fiction novel, *TAYOUZI1: Silver Shell Download* (《TAYOUZI1 银壳下载》).

More and more ordinary people have picked up the pen, moving readers with works rich in everyday details and a palpable vitality of life. These authors come from all walks of life, including farmers, miners, construction workers, food delivery riders, couriers, retirees, and others who all possess sensitive hearts, a desire to express, and a passion for writing. There are also writers who continually experiment with different genres and subjects. For example, A Lai, vice-chairman of the Chinese Writers Association and recipient of the Mao Dun Literature Prize, has ventured from adult literature into children's literature. Recently, contemporary Chinese writer Yang Hongying has officially published her new work in the adult-fiction genre after transitioning from a renowned children's book author.

■ By Jin Yixin



G.E.M. (Gloria Tang)

Gloria Tang (G.E.M.), born in 1991 in Shanghai into a musically gifted family, is a renowned Chinese pop music singer, songwriter, and music producer. She has transformed her identity from an award-winning singer to a sci-fi writer. Her debut full-length sci-fi romance novel, *The Path of Revelation* (《启示路》), began pre-sales on July 10, 2025, coinciding with the 17th anniversary of her music debut. On its first day of pre-sales, the book sold over 200,000 copies, generating over 40 million RMB in sales. This staggering performance underscores the remarkable influence of fan-driven economics on the publishing industry.

G.E.M. describes the novel as “a dialogue between the virtual and the real, a reconciliation of science and theology”. It is not aimed at providing answers, but offering a journey toward inner revelation. The work spans over 200,000 Chinese characters and includes 27 hand-drawn interstellar scene illustrations, weaving a parallel-universe legend through “hard-core sci-fi + delicate monologue”, and interspersing specialized topics like quantum mechanics, the origin of the universe, and AI ethics. The book is available in a standard paperback edition and a more collectible deluxe edition. The simplified-Chinese version is published by Beijing United Publishing Corporation in collaboration with Fanqie Novel, Goldmye Culture, and Five Music. The traditional-Chinese version is issued by Open Page, affiliated to Sino United Publishing Group. In August, the book was launched on the Fanqie Novel platform for free reading by users.



Yang Hongying

Born in 1962 in Chengdu, Sichuan Province, Yang Hongying is a contemporary Chinese author who formerly worked as a primary school teacher and as an editor for children's books and magazines. She now serves as vice-chair of the Sichuan Writers Association. She began publishing children's books at age 19, with popular campus novels such as *Girls' Diaries* (《女生日记》) and *Boys' Diaries* (《男生日记》), and children's series including *Mischief Maker Ma Xiaotiao* (《淘气包马小跳》) and *The Diary of a Laughing Cat* (《笑猫日记》). These works have accompanied many children as they grew up and have been translated into English, French, German, Korean, Japanese, Thai, Vietnamese, Arabic, and other languages for global publication.

After writing for children for over four decades, Yang Hongying concluded her two major best-selling children's series and decided to write a book for herself. In June 2025, her new work *Chengdu Beauties* (《成都美人》) was launched jointly by People's Literature Publishing House and 99 Readers (99 读书人). The book narrates the urban legends of two Sichuan women, Xiao Man and Miss Si. Through her prose, Yang vividly evokes the spirited essence of Chengdu women who “grasp and release freely, and keep an open mind”, weaving in old-Chengdu food, streetscapes, customs, and human warmth to depict the multifaceted tableau of local everyday life, thus reviving an endlessly evocative era.



Hu Anyan

Born in 1979 in Guangzhou, Guangdong Province, Hu Anyan embarked on many jobs after graduating from vocational school at age 20, including hotel server, bakery apprentice, grocery store clerk, bicycle shop salesperson, online store operator, graphic designer in a comic studio, ice-cream vendor at a market and so on. In 2009 he began writing online and in 2018, his 18th job was delivering packages.

In 2023 and 2024, his works *I Deliver Parcels in Beijing* (《我在北京送快递》), *Living at the Low Place* (《生活在低处》), and *I Matured Later Than the World* (《我比世界晚熟》) were published, earning him the 9th Chinese Young Writers Award.

I Deliver Parcels in Beijing was selected for the “Monthly Good Books” list by China Writers Network. He said: “As an obscure writer, I finally have the chance to be seen by more people.” The book chronicles the labor, warmth, and uprightness of an ordinary person at work. It's not just a documentary about the delivery job, but a reflective record of humanity, life, and growth. With near-camera-like sensitivity, he captures the “suspended” moments of migrant-worker existence. His text frequently reveals a razor-sharp dissection of the formation of self-awareness, where collisions with the world forge the rough boundaries and contours of identity.



Chen Hui

Born in 1978 in Rugao, Jiangsu Province, Chen Hui is both a vegetable market vendor in Yuyao City, Zhejiang Province, and an author of five books, including *In the Vegetable Market, In the Human World* (《在菜场, 在人间》).

Known as the “vegetable-market female writer”, she sees the market as both her workplace and a window to observe the society. Her works draw inspirations from the market, focusing on everyday life and recording stories of ordinary people, filled with vivid, authentic hustle and bustle, capturing life's bittersweetness. After becoming famous, her daily routine has remained unchanged. She rises at about 4 a.m., sets up her stall in the market at 5:30 a.m., takes a midday nap, writes in the afternoon, and turns off her phone at 8 p.m.. She says: “In this way no one can find me and then can I peacefully read.”

In the Vegetable Market, In the Human World is a collection of documentary essays, also a vivid anthology of grassroots character stories. It comprises over 20 essays based in the rural market of Zhejiang, rooted in her decade-long stall life, recording the fleeting figures she encounters, such as a baozi-shop owner, a butcher, a smart snake-catcher, a “scrap-king” who collects recyclables, a craftsman repairing shoes and pan bottoms, and farmers eking out a living by tilling land.

In July 2025, her new collection of rural women's stories, *Her Homeland Elsewhere* (《她乡》), was published by Tianjin People's Publishing House.



Yang Benfen

Born in 1940, Yang Benfen longed for knowledge and to change her fate through reading, but her life was consumed by making ends meet. She farmed, worked as an accountant, sliced medicinal herbs, labored as a factory worker. And after raising several children, she even helped raise her grandchildren, living a stressful life.

At the age of 60, she began her writing career by using non-fiction writing to document the survival struggles and family memories of ordinary women. In June 2020 when she was 80 years old, despite lacking formal literary training, she published her first autobiographical novel *Qiu Yuan* (《秋园》), recalling her mother's difficult life. She said: “I wrote the story of an ordinary Chinese woman, how my family struggled like driftwood in water, how rural people in central-southern China struggled to live, and die.” On Douban, the novel scores 9 out of 10, and swept 12 domestic literary prizes in China, with over 50 reprints in its year of publication.

In subsequent years she produced works including *Driftwood* (《浮木》), *I Am Rich in Fragrance* (《我本芬芳》), and *Beans, Sesame and Tea* (《豆子芝麻茶》), forming a trilogy focused on women's destinies. *I Am Rich in Fragrance* bravely revealed the wounds of her marriage. Her writing, characterized as “kitchen literature”, presents individual struggle against the torrents of history. Currently she is still actively committed to writing, while looking after her husband, who suffers from brain atrophy.

Children's Book Writers as Gramophones: To the Childhood in Our Memories

Children's book authors write with innocence as pen and whimsy as ink. In the enchanting realm of children's books, every good book is a shining star, and children's authors are the unseen dream-weavers transmitting energy. With marvelous plots, vivid characters, and captivating stories, they create heart-warming fairy tales, fables, children's novels, popular-science picture books, encyclopedias, historical stories, children's poetry, illustrated albums and so on. Their inspiration stems from childhood memories and is grounded in rich traditional Chinese culture, infused with humanistic care and social reflection. Their works have been nourishing young hearts and guiding generation after generation through growth.

■ By Jin Yixin



Cai Gao

Born in 1946 in Changsha, Hunan Province, Cai Gao is a painter and picture-book illustrator, and served as a juror at the 34th Bologna Children's Book Fair Illustration Exhibition. Readers affectionately call her the "treasure grandma". She is a milestone figure in the history of Chinese picture books and her works are hailed as "the most beautiful Chinese style picture books".

Her first job in youth was as a primary school teacher and she has taught art, Chinese, and English. In the 1970s, she began illustrating and writing picture books for children based on Chinese folk stories. Later, as editor at Hunan Juvenile & Children's Publishing House, she edited *Picture Book* (《我的图画书论》), the first professional treatise on picture books introduced in the Chinese mainland.

Her representative works include *The Double-Sixth Festival* (《晒龙袍的六月六》), *The Land of the Peach Blossom* (《桃花源的故事》), and *Beautiful Chinese Stories* (《中国美丽故事》). Her works have won the Golden Apple Award at the 14th Bratislava International Children's Book Fair (BIB), making her the first Chinese author to receive this honor. She has also won the Chen Bochui International Children's Literature Award "Special Contribution Award" and the Bologna Children's Book Fair "Master of Excellence—China" honorary title.

In 2024, she published the essay collection *The World is Full of Innocence* (《人间任天真》) and works such as *The Old man and the Flower Fairies* (《秋翁遇仙记》) and *The Altair and the Vega* (《牛郎星和织女星》). In April 2025, her new children's picture book *What Would it be Like Without?* (《不能没有》) was published. In July of the same year, the book received the 12th National Outstanding Children's Literature Award.

Jin Bo

Born in 1935 in Beijing, Jin Bo was originally named Wang Jinbo. He has worked as professor at Beijing Normal University, a member of the Chinese Writers Association Children's Literature Committee, a director of the Beijing Writers Association, and director of the Children's Literature Creation Committee. In 1957, Jin was admitted to the Chinese Department at Beijing Normal University and began publishing that same year with the lyric *Little Hedge* (《小篱笆》). He went on to write numerous lyrics and poems set to music.

Over his decades of creation career, he has published over 40 collections including poetry, fairy tales, essays, infant literature, literary criticism, and compilations of poems and songs. His works have repeatedly won honors including the National Book Award, the Best Works

Award, and etc..

In July 2024, *Jin Bo Collected Works* (《金波别集》) was published, divided into four volumes themed "Heaven" "Earth" "People" and "Harmony". It is a set of literary works filled with love and warmth dedicated to children. He remarked, "Childhood in one's older years is not the same as in youth. Childhood needs nurturing and new experiences."



Wang Yongying

Born in 1977 in Bobai County, Guangxi Zhuang Autonomous Region, Wang Yongying is currently a member of the 9th National Committee of the Chinese Writers Association and vice-chair of the Guangxi Writers Association. She was formerly an editor at a children's magazine before resigning to become a freelance author. She has published more than 100 works.

Her writings are rich with ethnic Chinese flavor. For instance, *The Flower, Stone, Tree and Bird* (《花石木鸟》) draws on Guangxi's famous story "Hundred Bird Feather Robe" (《百鸟衣》), *Our Family* (《我们家》) is woven around minority vocal art, and *Grandmother in the Wolf Cave* (《狼洞的外婆》) incorporates elements of ethnic literature.

She says: "I keep returning to my childhood, sifting through past stories and writing them down. Every word in the book is alive and these stories that grow within the book will never age. Whenever a child opens the book, in any era, they will see a story full of vitality. Sometimes when listening to other people's stories, I find a mysterious passage into someone else's hometown or childhood and place those stories in my books."

In 2025, her new work *The Bowl Fixer* (《补碗匠》), which focuses on Guangxi's Intangible Cultural Heritage of Cracked-Porcelain Mending and features the topic of family, received the Chen Bochui International Children's Literature Award. Her novel *Grandmother in the Wolf Cave* won the 12th National Outstanding Children's Literature Award and the Silver Prize of the First Bingbo Young Adult & Children's Literature Award.



Tang Tang

Born in 1977, Tang Tang is currently a teacher at the Humanities College, Zhejiang Normal University. She is also a member of the Chinese Writers Association, vice-chair of the Zhejiang Writers Association, and a distinguished professor at Zhejiang Normal University. Her works have won the Bing Xin Children's Literature Award, the Chen Bochui Children's Literature Award, the Jinjin Children's Literature Award, the Top Ten Youth Golden Writers Children's Literature Award, the Bing Xin Children's

Book Award, and the National Outstanding Children's Literature Award.

She has authored fairy-tale short stories such as *Hide in Your Heart* (《到你心里躲一躲》), fairy-tale novellas including *The Teeth of Xi Di* (《喜地的牙》), and fairy-tale novels like *Valley of the Fireflies* (《流萤谷》). Her representative works *Aqua Pixie Kakasha* (《水妖喀喀莎》) and *The Green Pearl* (《绿珍珠》) have been translated into English, French, Japanese, and published overseas.

Reflecting on her creative process, she says, "Many of my fairy tales are inspired by my childhood experiences, such as a handful of creek water, a pebble, a blade of grass, a flower, a clump of mud, an insect, a playmate, or a string of birdsong. These were once ordinary things in life but have now become seeds for my fairy tale creation."

In December 2024, her work *Little Fish and the Big River* (《小鱼大河》) was published by Zhejiang Juvenile and Children's Publishing House. In 2025, it won the Gold Prize of the First Bingbo Young Adult & Children's Literature Award.



Li Tianfei

Li Tianfei, a graduate of Peking University's Chinese classics and literature major, has won the Bing Xin Children's Book Award in 2019, served as a test-setter on CCTV (China Central Television)'s program Chinese Poetry Competition, and worked as an editor in the literature editing office of Zhonghua Book Company. His *Li Tianfei Talks about Journey to the West* ("李天飞大话西游") series amassed over 100 million reads and was praised by netizens as "the most reliable, down-to-earth commentary on *Journey to the West* (《西游记》)". After uploading hundreds of interpretation articles about Chinese classics, he started to compile these articles and publish books.

Li devotes himself to the research and popularization of classic masterpieces and traditional culture, producing a wide range of works, from ancient-text editing and popular science to children's guides to classics. He strikes a delicate balance between scholarly value and readability. He leads general audiences and young readers to classic works by using intelligible language and helps them understand the cultural essence and historical context of these works by interpreting from a modern perspective.

In 2024, his new books, including *Journey to the West – You Can't Put It Down at First Sight* (《一看就放不下的西游记》), *The Fascinating Classic of Mountains and Rivers* (《一看就入迷的山海经》), *Interpreting Creation of the Gods for Children* (《为孩子解读封神演义》), and *Graded Ancient Chinese Works You Can Learn at Once (Second Series)* (《一学就会的古文分级》(第二辑)), were all published. In August of this year, he released *Eggy Party Romance of the Three Kingdoms* (《蛋仔三国演义》), co-published by People's Literature Publishing House and the widely popular mobile game Eggy Party. This work represents an innovative integration of a game IP and classical literature.

Selected Books from China

China-Themed Books

Xi Jinping: The Governance of China (Volume V) 《习近平谈治国理政》第五卷

Author: **Xi Jinping**
Publisher: **Foreign Languages Press** (Jul 2025)
ISBN: 978-7-1191-4337-8
Contact: **Guan Weiwei** vivinice@163.com

This book is designed to help officials and the public further understand and apply Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, as well as to keep the international community abreast of the latest developments in the Thought and provide them with a better understanding of China's vision, approaches and ideas, to create synergy for implementing the Global Development Initiative, the Global Security Initiative, and the Global Civilization Initiative, and building a community with a shared future for humanity.



Foreigners Who Helped in China's Resistance against the Japanese Aggression 《无问西东：抗战时期的外国友人》

Author: **Yang Jing**
Publisher: **Jiangsu People's Publishing House** (Jan 2025)
ISBN: 978-7-2142-7363-5
Contact: **Du Jian** jspphrights@163.com

This book tells stories about foreigners who helped the Chinese People's War of Resistance Against Japanese aggression. Some of them chose to fight side by side with Chinese soldiers, while many others were involved in medical aid, education, refugee relief and other humanitarian programs. The heroic actions of these foreigners will always live in the memory of the Chinese people.



"Simplifying" the Understanding of China — The Silk Road Unveiled in the Dunhuang Han Bamboo Slips

Author: **Ma Li**
Publisher: **Zhejiang Literature & Art Publishing House** (Nov 2024)
ISBN: 978-7-5339-7828-0
Contact: **Tracy Tong** tracytong521@163.com

This book draws on the precious bamboo and wooden slips housed in the Gansu Provincial Museum of Bamboo Slips. By innovatively exploring these cultural heritages, the book tells fascinating and authentic stories that once took place along the Silk Road. It also uncovers the everyday lives of ordinary people along the route, which are often overlooked in official historical records.



Sun Simiao: The Great Physician 《大医孙思邈》

Author: **Luo Yuansheng, Huang Shan**
Publisher: **Sino-Culture Press** (May 2025)
ISBN: 978-7-5075-6166-1
Contact: **Zhang Lu** 672292819@qq.com

Sun Simiao was renowned both at home and abroad for his medical ethics and his medical masterpiece, the *Thousand Gold Formulas* (《千金要方》), the first clinical medical encyclopaedia in Chinese history. This book recounts the legendary life of Sun Simiao, answering the questions "Why did he practise medicine?" "Who did he practise medicine for?" and "How did he practise medicine?", and showcasing the style of a generation of medicine kings. It is a great example of the style of the medicine kings of that era.



Three Historical Resolutions and the Communist Party of China 《历史决议与中国共产党》

Author: **Yang Mingwei**
Publisher: **Anhui People's Publishing House** (Mar 2024)
ISBN: 978-7-2121-1664-4
Contact: **Zhou Yu** 773040010@qq.com

Based on the history of the CPC, this book deeply interprets the three important historical resolutions according to the major events in authoritative works. It profoundly reveals the theoretical logic of the Party's major achievements and historical experience, and scientifically elucidates the unique institutional advantages of the Party in resolving major issues through "historical resolutions" to promote the growth of wisdom, enhance unity, increase confidence, and enhance fighting spirit of the CPC.



Pioneers of Chinese Science: Their Lives and Legacies (Laos-Chinese Bilingual Edition) 《中国科学家故事》(老挝语—汉语对照)

Author: **Pan Mengwen**
Publisher: **World Publishing Guangdong Co., Ltd.** (May 2025)
ISBN: 978-7-5232-1444-2
Contact: **Valentina Wang** asteriamalfoy@163.com

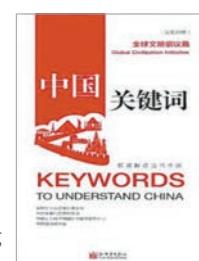
This book features stories of 25 representative Chinese contemporary scientists across various fields, showcasing their extraordinary achievements in respective domains, highlights Chinese scientists' talents and wisdom, and vigorously promotes their selfless dedication to scientific pursuits and truth-seeking spirit.



Keywords to Understand China: Global Civilization Initiative 《中国关键词：全球文明倡议篇》

Author: **China International Communications Group, et al.**
Publisher: **New World Press** (Sep 2025)
ISBN: 978-7-5104-8190-1, etc.
Contact: **Feng Yuemeng** fengym0315@163.com

To help the international community gain a better understanding of the Global Civilization Initiative, this series introduces the background and core elements of the initiative. It also offers insightful historical cases of cultural exchanges between China and other civilizations, along with an explanation of the key mechanisms and platforms China has established to promote international cultural and people-to-people exchanges in the contemporary era.



The Ambassador's Collection

“大使书香”系列图书

Author: **Editorial Board of the The Ambassador's Collection Series**

Publisher: **Sinolingua Co., Ltd.** (May 2025)
ISBN: 978-7-5138-2676-1
Contact: **Amanda Zhen** zhenxinyue@sinolingua.com.cn

Do all Chinese people practice martial arts? Why are hot foods and drinks so popular in China? How safe are mobile payments in China, and are they widely used? The Ambassador's Collection dives into Chinese culture through thoughtfully chosen topics that captivate international readers. By highlighting the unique charm of Chinese civilization and its global connections, this collection aims to provide insights and inspiration for readers as they engage with the content.



Hi, I'm China 《这里是中國》(英文版)

Author: **Institute for Planets, The China Society on Tibetan Plateau**

Publisher: **China Pictorial Press Co.,Ltd.** (Sep 2025)
ISBN: 978-7-5146-2126-6
Contact: **Sophia Liu** snowlxx@163.com

This book showcases the geographical features of the "three terrain ladders" of China's vast territory, extending from the boundless wilderness in the west to the prosperous coastal areas in the east. With captivating images, professional maps, and touching texts, it illustrates the landscapes of 16 Chinese provinces and cities of geographical, economic and cultural significance while exploring their origins and evolution trajectories, presenting a massive picture of China from the geographical perspective.



Chinese Embroidery Masters (Volume 1) 《中国绣娘》(第一卷)

Author: **Chinese Embroidery Masters Editorial Committee**
Publisher: **Publishing House of Electronics Industry Co., Ltd.**
(Jul 2025)

ISBN: 978-7-1214-9881-7
Contact: **Yumeng Zhu** zhuyumeng@phei.com.cn

This book showcases the dedication, creativity, and cultural pride of Chinese Embroidery Masters, celebrating the beauty of China's intangible embroidery heritage. It conveys values of self-reliance and artistic excellence while highlighting the resilience and inclusiveness of Chinese culture. With every thread they handle, these masters weave a conversation between the traditional and the contemporary, revealing both the gentle and enduring spirit of Chinese civilization.



(Continued on F22)

(Continued from F21)

Literature

Su Dongpo
《苏东坡》

Author: Guo Baoping

Publisher: Phoenix Books (Jun 2025)

ISBN: 978-7-5506-4350-5

Contact: Cao Jingjing caojingjing9704@163.com

Guo Baoping, winner of the Shi Nai'an Prize for Literature, has written his latest full-length historical novel, *Su Dongpo*, which centers on the life of Su Dongpo, linking up the nodes of his destiny, such as his success in the imperial examinations, his struggles in the Wutai Poetry Cases, his exile in Hainan, and his reconciliation with the enemy, in order to show his growth, career path, and emotions, as well as to present his character and the political and cultural landscape of the Song Dynasty.



Elegy for the Dying Township

《好天气》

Author: Su Tong

Publisher: Jiangsu Phoenix Literature and Art Publishing (May 2025)

ISBN: 978-7-5594-9530-3

Contact: Yang Fan 15825500993@vip.126.com

Set against the evolving landscape straddling a suburban saltwater pond, the novel chronicles the intertwined destinies, profound loves, bitter hatreds, and enduring joys and sorrows of two families across three generations. One side of the pond belongs to the fading countryside; the other edges the encroaching city. As the vibrant skies reflected in the pond vanish, so too does the world that bound their fates together — an elegy for a vanishing way of life in southern China.



The Diaries of John Rabe

《拉贝日记》

Author: John Rabe

Publisher: Jiangsu People's Publishing House (Aug 2025)

ISBN: 978-7-2142-7340-6

Contact: Du Jian jspphrights@163.com

The Diaries of John Rabe reveals the horrific crimes committed by the Japanese army in Nanjing in 1937, including torture, rape, and murder against local citizens. It also provides detailed accounts of how John Rabe and other volunteers risk their own lives to save 200,000 poor Chinese, 600 of whom he sheltered in his own home.



Wordly Land

《流俗地》

Author: Li Zishu

Publisher: Beijing October Arts & Literature Publishing House (Apr 2021)

ISBN: 978-7-5302-2128-0

Contact: Xie Yunwei xieyw@bphg.com.cn

The protagonist, Yin Xia, was born blind. Intelligent and sensitive, with a gift for reading people's hearts, she weaves bamboo baskets at home yet longs to step into the wider world. She learns to play chess, attends a school for the blind, and carves out her own sky in the constraints of her destiny. At the school she masters Braille, learns to write letters, and discovers a passionate love. Everything seems to move toward brightness, yet darkness is already descending. The novel employs a time-shifting narrative, threading together its many characters.



Beloved Ones

《亲爱的人们》

Author: Ma JinLian

Publisher: Hunan Literature & Art Publishing House (Apr 2024)

ISBN: 978-7-5726-1676-1

Contact: Xia Si 736298658@qq.com

This epic novel centers around the struggles of the three children of the Ma's family from a peasant household in the region of Xihaigu: Zuzhu, Shewa, and Suinü. Spanning from the era of the reform and opening up to the present time, it portrays not only the personal and familial destinies at the grassroots level, but also the historical transformations of villages and townships. With vibrant strokes, it illustrates the flourishing scene of China's reform and development benefiting the people and progressing towards common prosperity, presenting a grand, rich, and vibrant transformation of the mountainous regions in western China.



A Complete Edition of Juyi Bai's Poems in Chinese and English (Volume I-XX)

《白居易诗歌全集英译丛书》(全20卷)

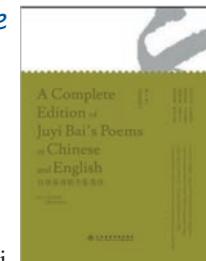
Author: Juyi Bai, Translated and Annotated by Yanchun Zhao

Publisher: Veritas & Mercurius Publishing Ltd. (May 2025)

ISBN: 978-7-80771-050-9, etc.

Contact: Gao Yan gaoyanbook@foxmail.com

This bilingual series presents a comprehensive collection of Juyi Bai's poems, featuring original Chinese text and English translation by Chinese scholar Yanchun Zhao. As the first English translation of Juyi Bai's complete works, this series marks a significant milestone in sharing Chinese culture internationally. It intends to introduce Juyi Bai's works to English readers and foster a deeper appreciation for classical Chinese verse.



Shaping

《塑造》

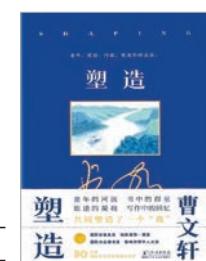
Author: Cao Wenxuan

Publisher: Dolphin Books (Jun 2025)

ISBN: 978-7-5110-7379-2

Contact: Zhou Xiaomei zhouxiaomei@vip.dolphinbooks.cn

Shaping is a cherished work of self-exploration by Cao Wenxuan — the winner of the Hans Christian Andersen Award — that interweaves memoir and literary criticism, and charts the intellectual and moral formation of this distinguished writer. Arranged in four parts, it explores how childhood, reading and journeys have forged the author's mind and craft, finally recounting the creative thinking behind his phenomenal *The Straw House* (《草房子》).



White Dew, Spring Equinox

《白露春分》

Author: Liao Jing

Publisher: Beijing October Arts & Literature Publishing House (Sep 2024)

ISBN: 978-7-5302-2374-1

Contact: Xie Yunwei xieyw@bphg.com.cn

In the outskirts of Beijing, retired worker Xiumei devotes her life to raising her granddaughters, Jiayuan and Jiayue. As the family fractures under the weight of aging, estrangement, and unfulfilled responsibilities, the two sisters confront love, loss, and duty in their own ways. Through hardship, they come to recognize each other anew, discovering resilience and quiet growth amid the unraveling of three generations.



The Tea Merchant

《大茶商》

Author: Tong Minmin

Publisher: Anhui Literature & Art Publishing House (Apr 2025)

ISBN: 978-7-5396-7698-2

Contact: Li Fang 1041675753@qq.com

The novel centered around young entrepreneurs promoting the renowned tea, Lu'an Melon Seed, to the world. Bai Mingxue, a top university graduate, returns to her hometown tea mountains to fulfill her parents' wishes by dedicating herself to preserving the cultural tradition of handcrafted tea production. She partners with Ye Jia, who dreams of developing a healthy new tea beverage market distinct from traditional high-sugar drinks. Together, they produce the finest tea which wins the gold medal at a prestigious tea expo. Ultimately, Bai Mingxue revitalizes her mother's tea estate, while Ye Jia realizes his business ambition.



Yun Luo

《云落》

Author: Zhang Chu

Publisher: Beijing October Arts & Literature Publishing House (Jun 2024)

ISBN: 978-7-5302-2365-9

Contact: Xie Yunwei xieyw@bphg.com.cn

Yun Luo tells the story of the real and clumsy lives. The protagonist, Wan Ying, is an ordinary woman from Yun Luo County. Born and grown up in Yun Luo, she has three jobs simultaneously: sweeping the streets, working as a nanny, and being an amateur massage therapist. Her life is heavy yet calm. So many unexpected events as she has encountered in her forty-year life, she remains hopeful for the future. Her spiritual journey from a young girl to a middle-aged woman witnesses the development history of a Chinese county from the beginning of the reform and opening up to the new century.



(Continued on F23)

(Continued from F22)

Humanities & Social Sciences / STM**Keywords to Understand China: Cultural Artifacts and Heritage (The Palace Museum)**
《中国关键词:文物与文化遗产篇(故宫)》

Authors: China International Communications Group, The Palace Museum, Academy of Contemporary China and World Studies, China Academy of Translation

Publisher: Blossom Press (May 2025)

ISBN: 978-7-5054-5623-5

Contact: Li Sisen lisicen_zhbp@outlook.com

This volume explores 70 carefully selected key terms from the Palace Museum, highlighting iconic artifacts, architectural masterpieces and cultural concepts. Presented in a clear, engaging and story-driven style, this volume brings the richness of Chinese culture and the achievements of heritage preservation to life, illustrating centuries of cultural exchange. Practical tools, including dynastic charts, alphabetical entries and panoramic palace illustrations, make it easy for readers worldwide to navigate and appreciate the Forbidden City and traditional Chinese culture.

**Roots and Wings, Stories in Two Cities**

《双城故事》

Author: Tianwa, Rabea Maria Glotz

Publisher: Liaoning Science and Technology Publishing House (Nov 2025)

ISBN: 978-1-8386-5534-1

Contact: Yin Qian yinandq@hotmail.com

This book is told respectively by Tianwa, a Chinese working and living in Germany, and Rabea Maria Glotz, a German who has long resided in China. It shares the stories they encountered in their work and life in Germany and China respectively, and stories that arose from cultural differences between China and the West. It makes comparisons between the people of China and Germany in various aspects, including communication styles, education systems, values, social etiquette, the concept of family affection, life and death.

**A History of Germany**

《德国通史》

Author: Wang Yaping, et al.

Publisher: Jiangsu People's Publishing House (Mar 2019)

ISBN: 978-7-2142-1492-8

Contact: Du Jian jspphrights@163.com

The 6-volume book series provide a detailed account of the history of Germany, one of the birth places of the European civilization. In particular, they attempt to explore the impact of the German Reformation and the Enlightenment, and Germany's roles in the two world wars.

**Introduction to Artificial Intelligence**

《人工智能引论》

Author: Wu Fei, Pan Yunhe

Publisher: Higher Education Press (Apr 2024)

ISBN: 978-7-0406-1731-3

Contact: Li Fanglin lifl1@hep.com.cn

Introduction to Artificial Intelligence is one of the core textbooks of "Project 101" in Computer Science. The book is designed with the goal of "solidifying algorithm foundations, fostering ethical awareness, mastering tool platforms, and promoting practical applications". It focuses on core areas such as representation and reasoning, search and optimization, modeling and learning, and ethics and security.

**Insider's Guide to China Travel: Maximise Your 240-Hour Visa-Free Transit**
《240小时过境免签畅游中国》

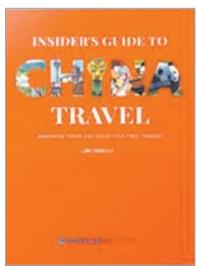
Author: Lin Yanru

Publisher: Fujian People's Publishing House (Sep 2025)

ISBN: 978-7-2110-9835-4

Contact: Lin Liping fjjpph7211@126.com

This book is a comprehensive travel companion written in English, tailored specifically for foreign travelers. It offers in-depth insights on how to leverage China's 240-hour visa-free transit policy to explore the country within a span of 10 days. Covering everything from destination selection and visa-free application processes to pre-trip preparations and basic Chinese language tips, this book is designed to help foreign visitors dive deep into the heart of China. Enhanced with multimedia elements, it includes cultural overviews, suggested itineraries, attraction highlights, culinary recommendations, and expert advice.

**Intangible Cultural Heritage Protection of Traditional Medicine: Theory and Practice**
《传统医药非物质文化遗产保护理论与实践》

Author: Wang Fenglan

Translator: Li Peilong, Wang Qiumei and Li Jinyan

Publisher: Soochow University Press (Sep 2024)

ISBN: 978-7-5672-4960-8

Contact: Zhou Xue zhouxue0906@163.com

This book puts forward a new viewpoint that intangible cultural heritage (ICH) of traditional medicine possesses dual attributes of medical and health care as well as culture. It constructs a knowledge-based classification and an overall protection framework, provides protection measures and technical solutions, sorts out and evaluates national-level ICH protection cases, and points out existing problems in protection. Its theoretical and practical experience is of great significance for promoting the protection of traditional Chinese medicine as ICH.

**Approaching the Top of the Earth**

《走近地球之巅》

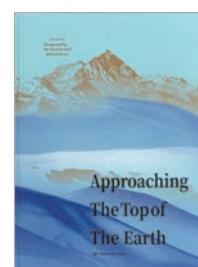
Author: Chen Ping, An Baosheng

Publisher: Sinomaps Press Group (Jun 2024)

ISBN: 978-7-5204-3767-7

Contact: Zheng Wei zhengwei@sinomaps.com

This book synthesizes cutting-edge expertise and achievements from scientific expeditions, geodetic surveys, and mountaineering endeavors focused on Mount Qomolangma. It delivers a comprehensive panorama of the peak's geological majesty and scientific enigmas.

**Reading China: SFLEP Chinese Graded Readers**

《阅读中国:外教社中文分级系列读物》

Author: Cheng Aimin

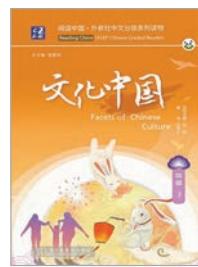
Publisher: Shanghai Foreign Language Education Press

(Feb 2024)

ISBN: 978-7-5446-8015-8

Contact: Liu Huachu hcliu@sflep.com

Reading China: SFLEP Chinese Graded Readers, the first series of Chinese graded readers after the issue of the Chinese Proficiency Grading Standards for International Chinese Language Education by the Ministry of Education of the People's Republic of China in March 2021, consists of 36 print books of 7 different levels. It integrates Chinese language learning with culture acquisition, covering the history, culture and life style of China and its people. With these readers, China's past, present and future are presented vividly to the readership.

**Studies on Early Modern Chinese Thought**

《中国近世思想研究》

Author: Chen Lai

Publisher: Peking University Press (Jun 2025)

ISBN: 978-7-3013-6255-6

Contact: Sun Siyao sunsiyao@pup.cn

This book compiles essays by renowned philosopher historian Professor Chen Lai on Song dynasty philosophical thought. Influenced by the Naito Hypothesis, Chen argues that the Tang-Song cultural transition is part of China's early modernization — an intermediate state between medieval spirit and modern civilization. The fifteen chapters analyze Northern and Southern Song Neo-Confucianism through textual research and socio-cultural history, examining "Daoxue" (Learning of the Way) and "Xinxue" (Learning of the Mind) concepts.

**Machine Learning Methods (Second Edition)**

《机器学习方法(第2版)》

Author: Li Hang

Publisher: Tsinghua University Press (Jul 2025)

ISBN: 978-7-3026-9646-9

Contact: Jade Yu yuwx@tup.tsinghua.edu.cn

This book offers a comprehensive introduction to the primary methods of machine learning, organized into four parts. Part I explores the fundamental techniques of supervised learning. Part II delves into the essential methods of unsupervised learning. Part III examines the pivotal approaches of deep learning. Part IV investigates the core techniques of reinforcement learning. Each chapter concentrates on one or two machine learning methods, elaborating on their models, strategies, and algorithms. The book begins with practical examples and advances from the basic to the complex, aiding readers in grasping the foundational concepts. It also incorporates a theoretical approach, offering mathematical derivations to ensure precision.



(Continued on F25)

(Continued from F23)

*The “Four-Haves” Good Teacher Series***“四有”好老师”丛书**

Chief editor: Gu Mingyuan

Publisher: Beijing Normal University Press (Group) (Jan 2025)

ISBN: 978-7-3033-0126-3, etc.

Contact: Yang Yan yangyan_work@163.com

This series systematically elaborates on the basic theories and practical significance of the “Four-Haves” good teacher. It also conducts in-depth research on the team building of “Four-Haves” good teachers and offers policy recommendations. It aims to provide practical and feasible ideas for the professional development of primary and secondary school teachers and to help them achieve multidimensional and leapfrog growth.

*TCM Wisdom and Health Series***“中医智慧与健康”丛书**

Author: Wang Xiaopin, Yin Lu, Xu Rong, et al.

Publisher: People's Medical Publishing House (Jan 2025)

ISBN: 978-7-1173-5742-5, etc.

Contact: Yan Yi yany@pmph.com



TCM Wisdom and Health Series carefully selects content from various perspectives such as the history of traditional Chinese medicine, *materia medica*, diagnosis and treatment, and health preservation. It comprehensively showcases the historical heritage, distinctive advantages, and outstanding achievements of TCM, promoting its culture to the world.

*The Evolution of Literary Traditions: Lectures on the History of Ancient Chinese Literature***《文脉的演进:中国古代文学史讲录》**

Author: Chen Yinchi

Publisher: Zhonghua Book Company (Dec 2024)

ISBN: 978-7-1011-6907-2

Contact: Zhang Zhiguang zhangzhiguang@zhbc.com.cn

This book is a compilation of lectures on the history of ancient Chinese literature by Professor Chen Yinchi of Fudan University's Department of Chinese Language and Literature. Departing from conventional literary history narratives, it offers both systematic coherence and rich detail, capturing the vivid atmosphere of university classrooms. Vertically, it traces the continuum from the pre-Qin period to modern times; horizontally, it categorizes literary forms — rhyme prose, prose, poetry, and novels — interweaving texts, authors, literary events, literary evolution, and reader reception into a dynamic network that illustrates the progression of literary traditions.

*The Protracted Investigation: Revisiting the Sichuan-Xikang Expedition of China's Architectural Pioneers***《漫长的调查:重走营造学社川康古建筑调查之路》**

Author: Xiao Yi

Publisher: Guangxi Normal University Press (Aug 2024)

ISBN: 978-7-5598-7185-5

Contact: Tao Jia tj@bbtpress.com

What are the over 50 missing niche statues at Xishan Taoist Temple in Mianyang? Why did the Society for the Study of Chinese Architecture let numerous opportunities to study Sichuan's Song-Yuan dynasty architecture slip through their fingers? Where was the relatively well-preserved Ming Dynasty architecture in Sichuan during the period of the Republic of China? Why were the Dazu Rock Carvings regained only to be lost again? Retracing the Sichuan-Xikang Ancient Architecture Survey: revisiting the longest field investigation conducted by members of the Society for the Study of Chinese Architecture — 173 days, 35 counties, and over 700 historic sites.

*Measuring the Heavens: China's Ancient Astronomical Tools***《中国量天尺》**

Author: Sun Xiaochun

Publisher: Beijing Yanshan Press (Sep 2024)

ISBN: 978-7-5402-7330-9

Contact: Shang Chuluo hatterluo@foxmail.com

The gnomon was an important astronomical instrument in ancient China, known as the “ruler of heaven”. Ancient China used the gnomon to do extremely important scientific work, such as determining the time of day and the seasons, measuring the sky and the earth, determining the centre of the earth, and constructing a model of the universe, in which the scientific thinking and the scientific method displayed were of a very high level. At the same time, the gnomon, as a kind of basic weights and measures, played a role in geographic measurements, calendar reforms, and the establishment of the weights and measures system in ancient China.



(Continued on F26)

*The Chinese Loong (Pop-up Book)***《寻找中国龙》(立体书)**

Author: Fang Jiayi, Wang Xuanyu

Publisher: Beijing Education Press (Jan 2024)

ISBN: 978-7-5704-6616-0

Contact: Xie Yunwei xieyw@bphg.com.cn



The dragon is a symbol of the Chinese nation and a spiritual totem of the Chinese people. It embodies the nation's spirit of perseverance, progress, and innovation, while also conveying the values of openness, inclusiveness, and harmony in Chinese civilization. This book covers six major themes: dragon forms, dragon clans, dragon offspring, legendary dragons, historical dragons, and dragons in culture.

*Computational Optical Imaging: The Next Generation Optoelectronic Imaging Technology***《未来视界:计算光学带来的成像革命》**

Author: Shao Xiaopeng

Publisher: Chemical Industry Press (Jul 2023 and May 2024)

ISBN: 978-7-1224-3793-8, 978-7-1224-5463-8

Contact: Wu Gang wugang_cip@qq.com

Lisa Liang liangyulan_cip@163.com



This series explores cutting-edge imaging technologies through diverse themes, including light fields, polarization, wide-field high-resolution imaging, backlight detection imaging, ultrafast imaging, underwater optical imaging, polarimetric 3D imaging, imaging spectrometer, quantum imaging, etc. It innovatively establishes a theoretical framework for computational optical imaging and analyzes potential imaging revolutions arising from the convergence of frontier scientific advancements.

*Forty Years of Financial Reform and Opening-Up in China***《中国金融改革开放四十年》**

Author: Li De

Publisher: China Financial Publishing House (Dec 2022)

ISBN: 978-7-5220-1232-2

Contact: Annie Wang whr0830@126.com



This book chronicles the journey of China's financial reform and opening-up across different historical eras. Through the lens of evolving financial systems and policies, it outlines the development of China's central banking framework, various types of financial institutions and market ecosystems, offering a comprehensive portrayal of the achievements in the financial sector's reform and opening-up over the past four decades.

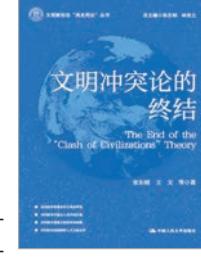
*The End of the “Clash of Civilizations” Theory***《文明冲突论的终结》**

Author: Zhang Donggang, Wang Wen, et al.

Publisher: China Renmin University Press (Jun 2025)

ISBN: 978-7-3003-4133-0

Contact: Yolanda Liu yehualiu@163.com



The work provides a systematic critique of Samuel P. Huntington's “Clash of Civilizations” theory, examining its theoretical origins, core tenets, and academic controversies, while revealing its underlying Eurocentrism and political agenda. From historical, religious and philosophical perspectives, it refutes the notion of Western civilization's superiority, emphasizing instead the diversity, equality and potential for integration among civilizations. Through case studies such as Greek civilization and Chinese modernization, the book illustrates the historical patterns and practical pathways of civilizational exchange and mutual learning.

*Beijing Central Axis: A Building Ensemble Exhibiting the Ideal Order of the Chinese Capital***《北京中轴线:中国理想都城秩序的杰作》**

Author: Beijing Municipal Cultural Heritage Bureau, Office for the Nomination and Conservation of Beijing Central Axis

Publisher: Beijing Publishing House (Mar 2025)

ISBN: 978-7-2001-8291-0, 978-7-2001-9247-6, 978-7-2001-9248-3

Contact: Xie Yunwei xieyw@bphg.com.cn



This book is an authoritative official work summarizing the outstanding achievements and experiences of the Beijing Central Axis in its World Heritage nomination. Comprising three volumes, it includes the nomination dossier for the Beijing Central Axis as a World Cultural Heritage site, the conservation and management plan, and hundreds of precious high-resolution architectural survey drawings. Together, the three volumes present a complete picture of the history, present state, and future of the Beijing Central Axis.

(Continued on F26)

(Continued from F25)

Culture & Art

China in Poems

《诗词中国》

Author: Wang Meng

Publisher: Jiangsu People's Publishing House (Mar 2025)

ISBN: 978-7-2142-7007-8

Contact: Du Jian jspphrights@163.com

Poetry has been both a long-standing tradition among Chinese elites, as well as a genetic code of the traditional Chinese culture. In *China in Poems*, the author, renowned writer Wang Meng, interprets over 200 best Chinese poems, from a unique perspective based on his own experience and understanding about poetry and life.



Four Seasons in Bologna

《博洛尼亚四季》

Author: Ma Yuqing

Publisher: China Light Industry Press (Nov 2024)

ISBN: 978-7-5184-5147-0

Contact: Ying Jie yingping2005@126.com

Ma Yuqing, with her poetic brush, depicts the Italian seasonal aesthetics. 31 diaries, more than 200 illustrations, delicate and meticulous strokes combined with romantic and passionate color schemes, a humanistic portrayal and growth musings of Bologna. The local cultural and entertainment activities that change with the seasons and the moods of people reflect the Italian thoughts on nature and the way of life. When feeling lonely, she converses with herself; when in confusion, she delves into seeking answers.



The Remarkable Chinese Paintings

《了不起的中国名画》

Authors: Xu Shuang, Liu Chang and Ruan Ludi

Publisher: China Machine Press (Mar 2024)

ISBN: 978-7-1117-5168-7

Contact: Michelle Song michelle.song@cr.cmpbook.com

As a treasure of Chinese art, Chinese painting has a long history and unique artistic style. This book selects representative masterpieces of Chinese paintings and introduces the unique techniques of Chinese paintings in terms of composition, modelling and colouring in a historical sequence and appreciation. The paintings cover a wide range of categories, including figures, landscapes, birds and flowers, and customs, etc. The matching high definition large pictures are complemented by textual explanations, enabling readers of different aesthetics to understand Chinese paintings comprehensively, and at the same time, to know the basic methods of appreciation, and to immerse themselves in the whole process of appraisal.



Fiery Land, Thousand Eyes

《烈土千瞳》

Author: Zhi Wen Illustrator: Ma Banshan

Publisher: New Star Press (May 2024–August 2025)

ISBN: 978-7-5133-5580-3, etc.

Contact: Chen Wen chen_wen@newstarpublishing.com

In 235 A.D., the three kingdoms ended their wars, ushering in an era of peace. Centuries later, Zhuge Yongji, descendant of the famed Zhuge clan, dies suddenly in Xiangyang yet is miraculously revived, only to be hunted by his own nation. With companions at his side and a mysterious spirit bound to him, he embarks on a perilous journey for the truth. As war brews in the northwest and rival powers rise, the ancient prophecies edge closer to fulfillment.



The Underground Palace of Marquis Yi of Zeng State—Journey Down the Palace of Music

《曾侯乙乐宫——探索千年地下乐宫的奥秘》

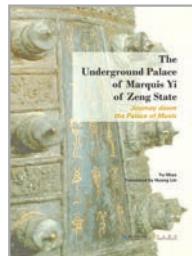
Author: Yu Miao Translator: Huang Lin

Publisher: Chongwen Publishing House (Dec 2023)

ISBN: 978-7-5403-7573-7

Contact: Zhang Yunfang 602886026@qq.com

This book is a richly illustrated popular science publication that unveils the mysteries of the Tomb of Marquis Yi of Zeng to general readers. Covering key aspects such as the tomb's discovery, the life of Marquis Yi and the aristocratic culture of the Zhou Dynasty, the exploration of the burial chamber's artifacts, and archaeological findings from other nobles of the Zeng state, the work focuses on unearthing the stories behind the relics from this 2,400-year-old Underground Palace of Music.



Painting Method of Peking Opera Facial Make-up

《学京剧 画脸谱:京剧脸谱绘画教程》

Author: Sheng Hua

Publisher: People's Music Publishing House (Jul 2025)

ISBN: 978-7-1030-7009-3

Contact: Matthew Wang matthew316@163.com

This is the newest illustration and painting book in China, teaching Peking Opera facial make-up painting method. Each facial makeup is demonstrated with character background stories and classic stage stills, and readers can scan the QR code to enjoy the performance and singing. Facial stickers and blank facial masks are presented in the second part on this book, encouraging readers to freely color and create their own unique "Character". Readers can learn about Peking Opera and related historical knowledge while studying facial make-up painting. A pen, a book, easily unlock the infinite brilliance of Peking Opera.



Ancient Tea Plants in China

《中国古茶树》

Author: Yu Fulian

Publisher: Yunnan Science and Technology Publishing House (Nov 2016)

ISBN: 978-7-5416-2717-0

Contact: Wang Shoubin ynstp.tim@gmail.com

This scholarly monograph examines the biogeography, phylogenetics, and taxonomic classification of *Camellia sinensis* through comprehensive analysis of 603 ancient tea plant specimens across China and 90 wild populations, supported by 620 high-resolution photographic plates. This interdisciplinary work serves as an authoritative reference for researchers in plant genetics, systematic botany, agricultural sciences, and ethnobotanical studies of tea cultivation.



Chinese Civilization: Why Has It Endured for 5,000 Years

《中华文明:何以五千年不断裂》

Author: Liu Qingzhu

Publisher: Beijing United Publishing Co., Ltd. (Dec 2024)

ISBN: 978-7-5596-7658-0

Contact: Emma Zhang emma.zhang@mandarinpanorama.com

From an archaeological perspective, this book systematically expounds the development history of Chinese civilization over the past 5,000 years of development around the concepts of China. It includes both grand historical narratives and meticulous archaeological excavations, as well as the unique innovative vitality of Chinese civilization and its exchanges and mutual learning with world civilizations. It fully demonstrates the development and inheritance of Chinese civilization, and provides readers with a unique and profound perspective for comprehensive and in-depth understanding of Chinese civilization.



Yangtze River Culture

《长江文化读本》

Author: Chinese People's Political Consultative Conference Anhui Provincial Committee

Publisher: Huang Shan Publishing House (Jan 2025)

ISBN: 978-7-5737-1316-2

Contact: Xu Zhixun hspublishing@163.com

This book is co-authored by renowned scholars and features academic advisors from institutions along the Yangtze River. The book delves into and distills the essence of Yangtze River culture from multiple perspectives, ensuring professional rigor and significant academic value. Enhanced by over 300 precious images — including iconic historical sites, cultural artifacts, and ancient texts from the Yangtze region — the book presents a richly illustrated exploration of the diversity and splendor of Yangtze River culture.



The Beauty of Chinese Calligraphy—The History of the Beauty of Chinese Characters

《中国书法之美——汉字美的历程》

Author: Fang Jianxun

Publisher: Beijing Arts and Crafts Publishing House (Jan 2025)

ISBN: 978-7-5140-2580-4

Contact: Xie Yunwei xieyw@bphg.com.cn

This book was selected for the "China Good Books" monthly list in 2025. It is the first original academic work that systematically traces the aesthetic evolution of Chinese calligraphy throughout history from the perspective of Chinese aesthetics. Accompanied by more than 800 precious images of inscriptions and rubbings, it analyzes the stylistic features of different periods and script types, as well as the aesthetic concepts behind them.



(Continued on F27)

(Continued from F26)

Children's Books

My Cat Hates Me 9

《就喜欢你看不惯我又干不掉我的样子9》

Author: Bai Cha

Publisher: People's Literature Publishing House (Aug 2025)

ISBN: 978-7-0201-9468-1

Contact: Lisa Ma lisaiwp@foxmail.com



My Cat Hates Me won the Gold Prize in the Graphic Novel section of the 2023 Benjamin Franklin IPBA Awards. This cartoon series tells the everyday stories of a proud and charming cat named Your Highness, a stupid but adorable dog named Bubba Boo, living with their keeper Kiddo and his father. Being popular among many young readers, it is a steady presence on the best-selling charts and has sold more than 6 million copies all over the world. The newly published ninth book is the first full-length novel in the series, recounting the protagonists' unexpected journey through the beautiful Xinjiang Uygur Autonomous Region. Notably, AI robotic dog joins the new story as a key character.

Spoon-billed Sandpiper and Friends Science Picture Book Series

“勺嘴鹬和它的朋友们”系列科普绘本

Author: Yuan Ping Illustrator: Zheng Xiaodan

Publisher: Phoenix Media Publishing Ltd. (May 2025)

ISBN: 978-7-8301-3279-8, 978-7-8301-3280-4

Contact: LingJi_jil@ppm.cn

The picture books tell popular science knowledge about migratory birds from the perspective of the critically endangered species Spoon-billed Sandpiper. *Let's Go, Traveling with Migratory Birds* (《走,跟着候鸟去旅行》) integrates knowledge such as migratory routes, living habits, and the current protection status of endangered migratory birds into story-telling explanations; *Look, Little Spoon's Bird-Watching Notes* (《看,小勺子的观鸟笔记》) introduces twenty common migratory birds in the Yellow Sea Wetlands, incorporating the living habits of these migratory birds into the form of bird watching notes, with a bird watching guide attached.



The Monster Master Comic Series

“怪物大师彩色漫画”系列

Author: Leo Image

Publisher: Jieli Publishing House (Sep 2025)

ISBN: 978-7-5448-9202-5, 978-7-5448-9206-3

Contact: Olivia Wang Oliviacwang1031@foxmail.com

This series is a set of children's comics adapted from the original children's literary work *Monster Master Series*. With four dream-filled teenagers — Bubu Lu, Selena, Jiaozi, and Di Qi — as the protagonists, it tells the story of their thrilling fantasy adventures. They uncover long-buried secrets, go through numerous trials and tests, and finally become outstanding Monster Masters.



Pacific Ocean, Atlantic Ocean

《太平洋,大西洋》

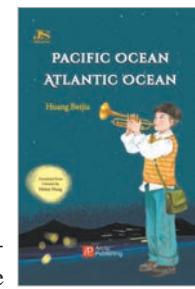
Author: Huang Beijia

Publisher: Phoenix Juvenile and Children Publishing Ltd. (Nov 2023)

ISBN: 978-7-5584-0898-4

Contact: Wu Xiaohong 839469115@qq.com

This book is a children's novel. Through the story of an old overseas Chinese searching for his friend thousands of miles away, the author masterly combines together the beauty of art, the love of family and country, the truth of history, and the fate of the characters, thus presenting a literary masterpiece with a light touch.



Legends of the Silk Road

《丝路传奇》

Author: Tang Yaming Illustrator: Kobayashi Yutaka

Publisher: Changjiang Children's Press (May 2025)

ISBN: 978-7-5721-6200-8, etc.

Contact: Cheng Liang 9441638@qq.com

This book features two epic tales set at the beginning and peak of the history of the Silk Road, depicting both its overland and maritime routes. Based on the historic journeys of Zhang Qian's expedition to the West and Zheng He's voyages, the stories unfold through children's perspectives—Zhang's son born in the Hun tribes, searching for heavenly horses with his father for Han; an African boy getting on board of Zheng's fleet by mistake, bringing back giraffes (Kylin) to China at that time. These legendary adventures vividly recreate monumental achievements of the Silk Road worth remembering forever.



The Magnificent China: A Humanistic Geography Picture Book—Great Rivers and Lakes

《大美中国人文地理绘本·大江大河》

Author: Li Luping, He Zhengli

Publisher: Hubei Fine Arts Publishing House (Apr 2025)

ISBN: 978-7-5712-2553-7

Contact: Franny Yang Franny1222@163.com

This book combines delicate textual expressions with realistic watercolor paintings to provide a detailed introduction to China's seven major river systems. It is an artistic picture book that integrates geographical distribution, river system composition, natural ecology, historical changes, brilliant culture, and local customs.



This book vividly presents the magnificent landscapes of China and showcases the rich heritage of Chinese excellent traditional culture. While appreciating this picture book, readers can also deepen their understanding of China's geographical river systems, witness the tremendous achievements of the Chinese nation across a spectrum of fields including history, culture, economy, water conservancy, transportation, urban development, and ecology.

The 12 Chinese Zodiac Animals

《十二生肖》

Author: Guituzi

Publisher: Hunan Juvenile & Children's Publishing House (Jul 2025)

ISBN: 978-7-5562-8357-6

Contact: Kang Qinxin 731893366@qq.com



This book uses the Chinese legend of the Heavenly Court's selection of the twelve zodiac animals as its narrative thread, telling the story of animals like the Rat, Ox, Tiger, and Rabbit competing for their order. Artist Guituzi reimagines paper-cutting through a modern approach, blending it with diverse artistic styles. Rhythmic nursery rhymes breathe lively rhythm into the folk tale. The fold-out pages show the character evolution of each zodiac sign — from Oracle Bone Script to modern Chinese characters — exploring the interplay between text and image.

Fox, Crouch-Walking

《狐狸,半蹲半走》

Author: Zhang Wei

Publisher: Changjiang Literature and Art Publishing House (Jun 2025)

ISBN: 978-7-5702-3258-1

Contact: Yang Lan 191345802@qq.com



This is a literary work woven from childhood memories, blending natural philosophy with a coming-of-age narrative. The story begins in a cabin nestled within the woods near the Bohai Bay, unfolding into a fantastical journey of natural exploration across a vast wilderness. Through a child's perspective and lyrical, poetic language, the author invites the reader into a spiritual wilderness in the mind — one that is both innocent yet profound, vast yet intimate.

Primary Chinese Teaching Toolkit

《小学汉语教育资源库》

Author: Kou You

Publisher: Cypress Book Company (U.K.) Limited (Nov 2019)

ISBN: 978-1-8457-0044-7

Contact: Sophie Guo Sophie.guo@cypressbooks.com



This book offers a practical syllabus, lesson plans, activities & educational teaching tools and cultural materials for Year 1-3 beginners in UK primary schools. Since there is no official Chinese curriculum in UK primary schools, this set serves as a practical guide by providing teachers with a structured syllabus, lesson planning guidance, and a variety of classroom activities. Based on YCT (Level 1) and GCSE Foundation vocabulary, it includes a full-year guide, class management tips, flashcards, slides, videos and teaching materials.

Remember Me (4 Volumes)

《勿忘我》(全四册)

Author: Ren Wenyu

Publisher: China Environment Publishing Group (Jan 2025)

ISBN: 978-7-5111-5397-3

Contact: Liu Menghan mhliu45@163.com



Remember Me is a poignant book series that delves into the lives of the last surviving members of extinct species. Comprising four volumes, each book of the series highlights a different animal and its unique story. The series begins with *Martha, the last Passenger Pigeon*; and continues with *Benjamin, the last Tasmanian Tiger*; *Qiqi, the last Yangtze River Dolphin*; and concludes with *Lonesome George, the last Pinta Island Tortoise*. Through these narratives, the series offers a touching exploration of extinction and memory.