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清华大学出版社成立于1980年，是国家一级出版社，也是中国领先的综合性教育与专业出版机构，曾两次入选“中国出版政府奖先进出版单位”，并荣获“全国百佳图书出版单位”“全国优秀出版社”和“全国先进高校出版社”等称号，一大批出版物获得国家级奖项。

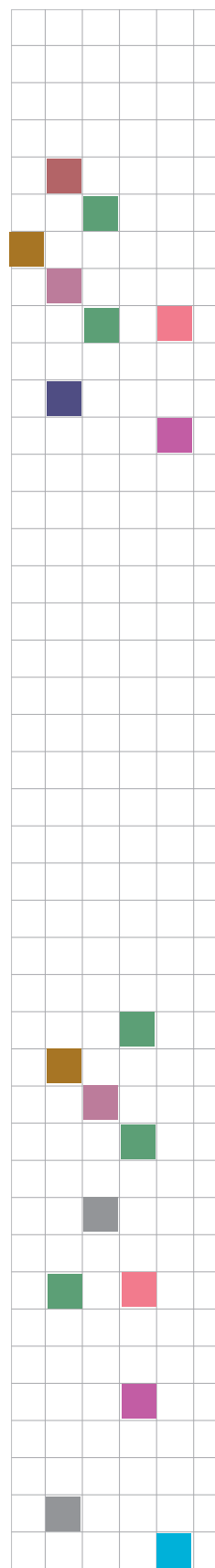
清华大学出版社现有员工约500人，设有8个分社以及期刊出版中心和学术出版中心，下辖9个子公司；现年出版图书约3000种，涵盖自然科学、工程技术、医学、人文社会科学和外语学习等领域，类别有学术、专业图书，也有大众、少儿读物，有高等院校本科、研究生教材，也有职业教育、中小学阶段学习用书；销售规模和综合实力以及在中国高等教育教材市场、科技图书市场、图书馆图书配置市场的占有率均名列前茅。

清华大学出版社重视国际化发展，积极开展版权贸易和合作出版，与多家国际著名出版公司建立有长期的业务往来，包括施普林格、爱思唯尔、泰勒·弗朗西斯、约翰威立、培生、麦克劳·希尔等；迄今已有800余项约20个文种的图书版权输出到北美、欧洲、亚洲和“一带一路”沿线国家；同时，也从海外出版机构引进了一定数量的图书版权。

清华大学出版社现有学术期刊28种，其中13种为英文版，6种被SCI收录，以《纳米研究》和《清华大学学报（自然科学版）》为代表的一批高水平国际化期刊在国内外的学术影响力日益增强。

清华大学出版社在数字教育、数字阅读、数字学术以及多形态多媒体出版物开发和应用推广方面，进行了积极的探索和实践，积累了大量经验，推出了多个广受好评的互联网产品。

清华大学出版社致力于打造国际一流的文化品牌企业，现已建立了完善的经营体系与集团化架构，实现了图书、音像、电子、期刊和数字出版等多种媒体立体化出版格局，并积极实践从教育出版到教学资源研发、服务的战略转型，展现了良好发展前景。



Established in 1980, Tsinghua University Press (TUP) is a first-class national comprehensive higher education and professional publisher in China. TUP has twice received the *Government Publishing Award for Leading Chinese Publisher* and was awarded *Top 100 National Publishers*, *Excellent Publishing House* and *Advanced University Press*. Many of TUP's publications have also received numerous national awards.

TUP employs a staff of over 500 under 8 publishing branches, one journal publishing center and one academic publishing center, and also has 9 subsidiaries. TUP publishes about 3000 new titles each year covering a broad academic and educational spectrum, including natural science, technology & engineering, medicine, humanities & social sciences and foreign languages learning, across categories such as academic monographs, professional, trade and children's books, undergraduate- and graduate-level textbooks, and books for K-12 and vocational education. We rank among the top for our sales, comprehensive capabilities, and market share in the Chinese higher education and technology book markets as well as library book purchase.

TUP attaches great importance to international development and engages actively in copyright trade and co-publishing, establishing strategic partnerships with a number of world-renowned publishing companies, such as Springer Nature, Elsevier, John Wiley & Sons, Taylor & Francis, Pearson, McGraw-Hill, etc. Up to now, TUP has licensed over 800 titles in 20 languages to publishers in North America, Europe, Asia and countries along the Silk Road. We also introduce titles from dozens of overseas publishers.

TUP has released 28 academic journals, among which 13 are in English and 6 were indexed by SCI. A number of our high-level international journals, represented by *Nano Research* and *Tsinghua Science and Technology*, have gained increasing global influence.

TUP has been proactively exploring the development and marketing of e-learning and digital reading platforms, digital academic and multimedia publications, accumulating rich experience and releasing a lot of well-acclaimed internet products.

Committed to building a top-level global cultural brand, after 40 years of development, TUP has established an outstanding managerial system and enterprise structure, and delivered multimedia and multi-dimensional publications covering books, audio, video, electronic products, journals and digital publications. In addition, TUP actively carries out its strategic transformation from educational publishing to content development and service for teaching & learning, demonstrating a promising growth prospect.

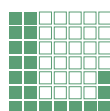


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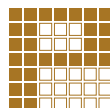
社会科学
Social Sciences

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语言 文化 艺术
Language,
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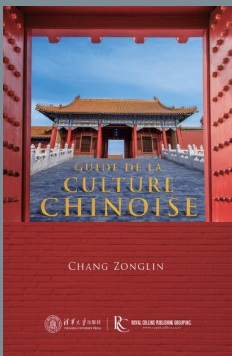
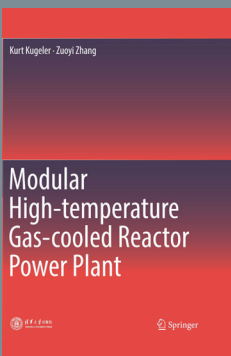
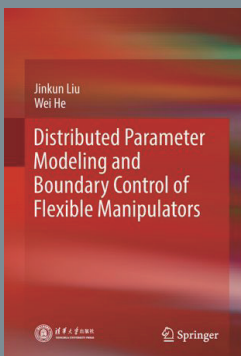
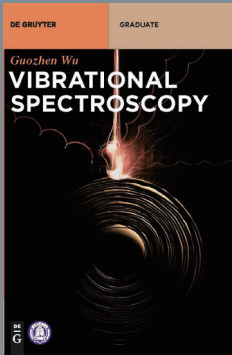
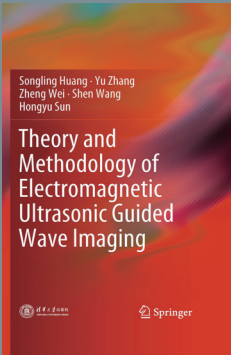
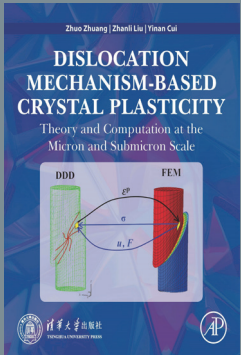
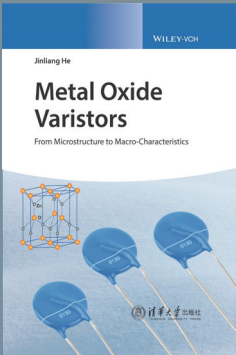
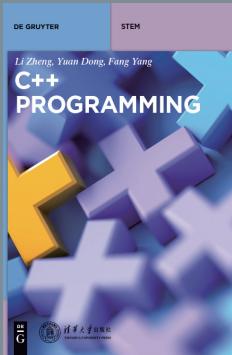
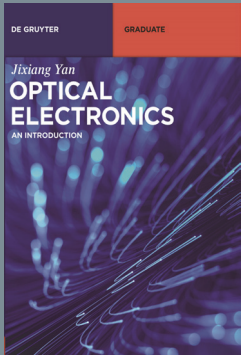
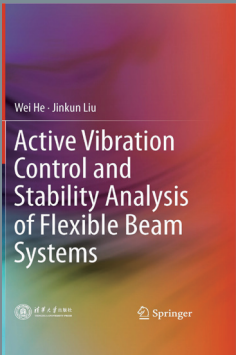
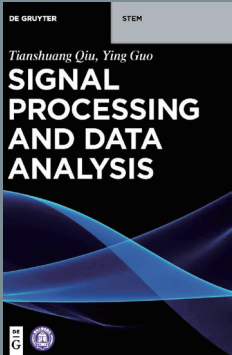
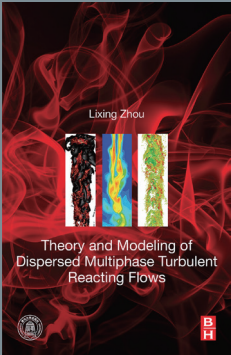
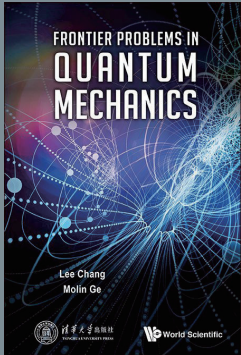
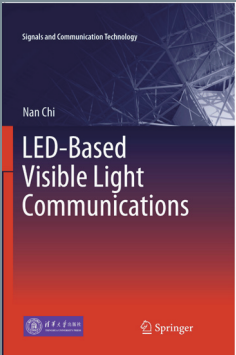
大众科普 少儿读物
Popular Science
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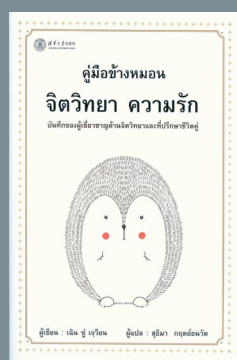
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科学 技术 医学
STEM Books

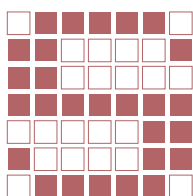
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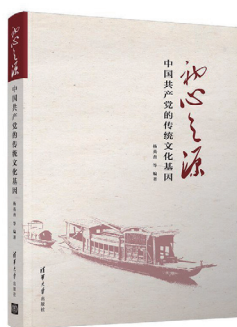


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- 14 Distributed Parameter Modeling and Boundary Control of Flexible Manipulator
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- 18 山海经 韩文版
- 19 服饰中华 日文版
- 20 相守一生的秘密 泰文版



社会科学
Social Sciences



初心之源——中国共产党的传统文化基因 Ten Secrets for the CPC's Success: A Perspective of the Traditional Chinese Cultural Gene

作者：杨英杰 等

Author: Yang Yingjie & etc.

ISBN: 9787302506317

Publication Date: 2019-07-01

Page Count: 262

About the Book:

中国共产党是深深植根于中华民族优秀传统文化沃土而自然生发出的先进力量，是中华民族和中国工人阶级的先锋队。如何理解中国共产党的执政特别是和平年代长期执政的历史性和文化性含义，对于从深层次文化内涵来阐释中共执政的合理性乃至合法性问题，都具有极为重要的意义。文化是一个民族、社会、国家团结统一的融合剂，中国共产党作为先进生产力、先进文化前进方向、最广大人民根本利益的代表，必然具有与生俱来的中华传统文化基因。本书即试图对此进行解剖和阐释。

This book uncovers the Ten Secrets for the CPC's Success from a perspective of Traditional Chinese Culture Gene, which can be summarized as the stress on, advocacy of and adherence to benevolence, people-centered development, faith, inheritance, self-cultivation, change for long-terms & stable development, justice, harmony, ecology and Datong or great harmony. The Communist Party of China is an advanced force born out of the Chinese nation's outstanding tradition and is the vanguard of the Chinese nation and the Chinese working class. To understand the historical meaning and cultural implications of CPC's long-term ruling in the era of peace is important for explaining its legitimacy from the aspect of cultural connotations. Culture is the adhesive that unites nations and society. The Communist Party of China, as the representative of advanced productive forces, the direction of advanced culture, and the fundamental interests of the overwhelming majority of the people, have inherited innate Chinese traditional cultural genes. This book attempts to delve deep into these topics.

About Author:

杨英杰博士，中共中央党校报刊社副总编辑，教授。曾在《人民日报》《光明日报》《求是》等报刊发表文章数百篇。

Dr. Yang Yingjie, deputy editor-in-chief and professor of Journal of China CPC School. He has published hundreds of articles in newspapers and periodicals such as People's Daily, Guangming Daily and Qiushi Journal.



我与改革开放 My Experience and Thinking of China's Reform and Opening-up

作者: 魏杰

Author: Wei Jie

ISBN: 9787302523154

Publication Date: 2019-03-01

Page Count: 188

About the Book:

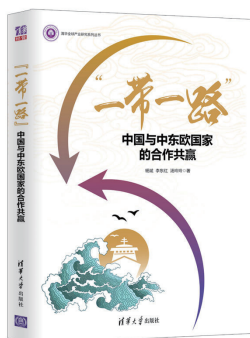
2018年是中国改革开放40年。魏杰教授作为在改革开放时代成长起来的经济学家,对改革开放40年来的历史进程进行了梳理,特别是对经济、社会改革的若干问题进行了回顾、审视和探讨,包括产权制度,市场经济体制,收入分配体制,科学发展观,社会公平,经济、政治、文化、法治、生态等改革与建设等。作者结合自身经历,以独到视角,提出了一些设想与建议,以期对中国改革开放有推动作用。

The year 2018 marks the 40th anniversary of China's reform and opening-up. Prof. Wei Jie is an economist that has witnessed the formation and implementation of this milestone reform policy. In this book, Prof. Wei outlines the historical process of China's reform and opening-up in the past four decades, and specially reviews, examines and discusses the problems about property right system, market economy system, income distribution system, scientific outlook on development, social equity, reform and construction of economy, politics and culture, rule of law, and ecological environment. By combining with his own experience, the author puts forward some ideas and suggestions from a unique perspective, hoping to enlighten China's reform and opening-up.

About Author:

魏杰,清华大学经济管理学院创新创业与战略系教授、博导,清华大学文化经济研究院院长,鸿海讲席教授。

Prof. Wei Jie is Doctoral Supervisor of the Department of Innovation, Entrepreneurship and Strategy, School of Economics and Management, Tsinghua University (Tsinghua SEM); Dean of the Institute of Cultural Economy of Tsinghua; and Chair Professor to Foxconn Technology Group.



“一带一路”：中国与中东欧国家的合作共赢 The Belt and Road Initiative: win-win cooperation between China and Central and Eastern Europe

作者：杨斌、李东红、汤玲玲

Author: Yang Bin, Li Donghong, Tang Lingling

ISBN: 9787302519973

Publication Date: 2019-03-01

Page Count: 196

About the Book:

本书的研究成果主要基于2017年中国—中东欧国家关系研究基金委托研究项目“中国与中东欧国家的产业合作共赢研究——基于产业政策、产业竞争力分析”。作者通过采访中东欧国家的商务或经济参赞获取最权威和可靠的资料，分析中东欧国家与中国的合作现状，介绍中东欧国家对“16+1”合作的最新想法与建议。全书共分4章，分别讨论“16+1”合作共赢的基础与进展、影响因素分析和典型案例。本书也注意从中东欧国家视角出发，提出合理、科学、可行且务实的合作分析与对策建议。

The research results in this book mainly come from the research project “Win-win Industrial Cooperation between China and CEECs – an Analysis Based on Industrial Policy and Industrial Competitiveness”, which is commissioned by the 2017 China-CEEC Relations Research Fund. Through interviews with the CEEC commercial or economic counsellors, the authors have obtained the most authoritative and reliable information, based on which they analyze the current cooperation between China and CEECs, and introduce the latest thoughts and suggestions of CEECs on the “16+1 Cooperation”. This book is divided into four chapters, respectively focusing on the basis, progress, influencing factors and typical cases of the “16+1 Cooperation”. This book also puts forward reasonable, scientific, feasible and pragmatic means of cooperation and suggestions for countermeasures from the perspective of CEECs.

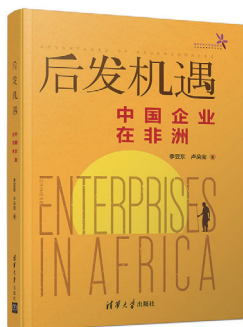
About Author:

杨斌，管理学博士，清华大学副校长、教务长，清华大学经济管理学院领导力与组织管理系教授、博士生导师，清华大学全球产业研究院院长。

Yang Bin, holding a PhD in Management, is Vice President and Academic Dean of Tsinghua University; Professor and Doctoral Supervisor of the Department of Leadership and Organization Management, and Dean of the Institute for Global Industry of Tsinghua.

李东红，管理学博士，清华大学经济管理学院创新创业与战略系副主任、副教授、博士生导师，清华大学全球产业研究院副院长。

Li Donghong, holding a PhD in Management, is Deputy Director, Associate Professor and Doctoral Supervisor of the Department of Innovation, Entrepreneurship and Strategy, Tsinghua SEM; and Associate Dean of the Institute for Global Industry of Tsinghua.



后发机遇——中国企业在非洲 Advantages of Backwardness: Chinese Enterprises in Africa

作者: 李亚东、卢朵宝

Author: Li Yadong, Lu Duobao

ISBN: 9787302524618

Publication Date: 2019-05-01

Page Count: 168

About the Book:

本作品通过对超过300家在非洲中国企业的实地采访,以参与式观察的方式,选取其中最具有代表性的企业与企业创始人,描绘中国企业在非洲经营的图景,讲述中国企业家在非洲创业真实的故事。本作品以行业类型为横轴,以中国企业进入非洲的时间线为纵轴,共包含商品贸易,国企,工业园,制造业,不动产投资和博彩产业六个部分,涵盖不同年代在非洲最为典型的企业类型。

Through field interviews with more than 300 Chinese enterprises in Africa and based on participatory observation, the authors select the most representative enterprises and their founders to depict how Chinese enterprises are operating in Africa and how Chinese entrepreneurs start from scratch in Africa. With the type of industry as a horizontal axis and the timeline of Chinese enterprises entering Africa as a vertical axis, this book is divided into six parts that respectively focus on goods trade, state-owned enterprises, industrial park, manufacturing industry, real estate investment, and lottery industry, covering the most typical types of Chinese enterprises in Africa in different ages.

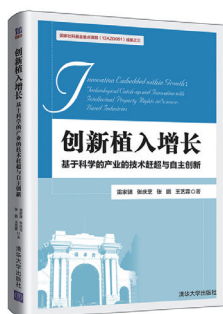
About Author:

李亚东,清华大学新闻学院2013级本科学生,本科期间休学一年在非洲完成300家在非中国企业的采访。

Li Yadong graduated from the School of Journalism and Communication, Tsinghua University in 2018. During his undergraduate studies, Li suspended his schooling for one year to interview 300 Chinese enterprises in Africa.

卢朵宝,清华大学新闻学院校友,现就职于新华社非洲总分社,曾发表大量中非合作相关报道。

Lu Duobao also graduated from the School of Journalism and Communication of Tsinghua. She is alumna of Li Yadong. Now she is working at the Africa Regional Office of Xinhua News Agency. She has published a large amount of reports on China-Africa cooperation.



创新植入增长： 基于科学的产业的技术赶超与自主创新 Innovation Embedded within Growth: Technological Catch-up and Innovation with Intellectual Property Rights in Science-based Industries

作者：雷家驊、张庆芝、张鹏、王艺霖

Author: Lei Jiaxiao, Zhang Qingzhi, Zhang Peng, Wang Yilin

ISBN: 9787302523260

Publication Date: 2019-05-01

Page Count: 312

About the Book:

本书旨在破解我国在“基于科学的产业”领域有效赶超发达国家的难题。本书共十章，分别论述了基于科学的产业及其识别方法；发达国家基于科学的产业技术赶超的行业模式与路径；发达国家基于科学的产业自主创新的诺贝尔奖成果转化案例，科学家与企业在诺贝尔奖成果转化中的作用；我国基于科学的产业技术赶超与自主创新的典型实践；我国基于科学的战略性新兴产业技术赶超与自主创新的战略和过程管理，以及相关体制机制建设。

This book is an attempt to solve the problem of how can China catch up with the developed countries by relying on the science-based industries. There are ten chapters in this book. The previous three chapters are a prelude to the following complicated content: they respectively present problems and define important concepts, introduce the relevant researches at home and abroad, and describe the research design on the topic of science-based industries. Chapter 4 distinguishes the science-based industries from the technology-based industries. Chapter 5 discusses the technological catch-up in science-based industries in developed countries, with focus placed on industry model and path. The following three chapters, which are all about the independent innovation in science-based industries in developed countries, respectively discuss the transformation of the Nobel Prize achievements, the role of scientists and enterprises, and the model of innovation. Chapter 9 lists the typical practices of China in the technological catch-up and independent innovation in science-based industries. The final chapter reveals the thoughts of the authors on the catch-up and innovation of the science-based strategic emerging industries in China.

About Author:

雷家驊，清华大学教授、博士生导师，中国企业成长与经济安全研究中心主任。

Lei Jiaxiao is Professor and Doctoral Supervisor of Tsinghua University; and Director of the Center for Enterprise Growth and National Economic Security Research of Tsinghua.

张庆芝，清华大学博士后，中国科学院大学公共政策与管理学院副教授。

Zhang Qingzhi is Postdoctor of Tsinghua University; and Associate Professor of the School of Public Policy and Management, University of Chinese Academy of Sciences.



走以人民为中心的城镇化中国道路 ——中国城镇化大势与对策研究 The People-centered Chinese Urbanization ——A Study of China's Urbanization Trend and Policy Measures

作者：清华大学中国新型城镇化研究院

Author: China New Urbanization Research Institute of
Tsinghua University

ISBN: 9787302518020

Publication Date: 2019-03-01

Page Count: 196

About the Book:

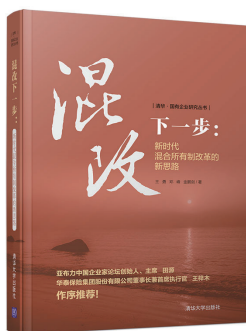
本书立足于世界坐标系和历史进程，把握和应对城市化这一全球性大趋势。作者提出，中国应既避免走拉美地区过度城市化道路，也汲取西方发达国家工业文明时代背景下城市化进程的经验和教训，走出一条适应复杂多元国情民性和智能社会、生态文明等时代特征的中国特色城镇化道路。本书系统分析我国城镇化工作发展的主要成就、阶段特征、治理重点和存在问题，研判未来城镇化发展的主要趋势，在此基础上提出我国未来城镇化发展的核心思想，未来城镇化发展的重大战略、技术路径和政策建议。

In this book, which holds onto the global trend of urbanization based on the world coordinate system and historical process, the author argues that China should never follow the suit of Latin America in excessive urbanization, but learn from the experiences and lessons of the urbanization process in the western developed states against the backdrop of industrial civilization, so as to explore a path of urbanization with Chinese characteristics that meets with the complex and diverse conditions of both the state and people, and conforms to such features of the times as intelligent society and ecological civilization. This book systematically analyzes the main achievements, stage characteristics and governance focus of China's urbanization, points out the existing problems in this regard, foresees China's major urbanization trends in the future, based on which it puts forward the core ideas, major strategies, technological paths and policy suggestions on this subject.

About Author:

清华大学中国新型城镇化研究院由国家发展改革委与清华大学合作共建，是国内新型城镇化领域的科技型高端智库。

China New Urbanization Research Institute of Tsinghua University, which is a joint venture co-founded by National Development & Reform Commission and Tsinghua, is a high-end science and technology think tank dedicated to China's new urbanization drive.



混改下一步：新时代混合所有制改革的新思路 On Mixed-ownership: a new path forward for Chinese SOEs in a new era

作者：王勇、邓峰、金鹏剑

Author: Wang Yong, Deng Feng, Jin Pengjian

ISBN: 9787302512042

Publication Date: 2018-11-01

Page Count: 196

About the Book:

本书围绕国有资本如科学管理、混合所有制企业如何有效治理这两大相互影响的核心问题展开。在总结我国实践经验和借鉴国外模式的基础上，提出了国有资本管理的新模式、完善独立董事制度和高管人员激励机制的新建议。其中，关于国有资本管理问题，主要从三方面展开，一是强调要从资产管理转向资本管理；二是国有资本的分类改革和分类监管问题；三是分析外国国有资本管理的模式，并结合我国现有管理模式存在的问题，提出改进建议。关于混合所有制企业的公司治理问题，主要讨论了独立董事的作用和高管人员的激励问题。

Developing a mixed economy by the mixed ownership reform in SOEs (State-Owned Enterprises) is a significant step to deepen the reform across the board as proposed by the Third Plenary Session of the 18th Central Committee of the CPC and to innovate the mechanisms and institutions. However, the reform to introduce mixed ownership faces two major but interwoven challenges. First, how the state capital can be allocated in a scientific way and challenges be addressed adequately. Second, how corporate governance can be improved, such as the improvement of the board of directors and how to incentive managers efficiently in mixed owned enterprises. As the two challenges are interwoven with each other, any study on the reform to introduce mixed ownership needs to pay particular attention to those two questions. In seeking answers to these two questions, the book approaches the management of state capital from three aspects. First, the philosophy should be shifted from managing asset to managing capital. Second, the reform of and regulation on state capital should be implemented by category. Third, recommendations are proposed on building a renewed model of state capital management by learning from the practices abroad and reviewing the challenges at home.

About Author:

王勇，清华大学社会科学学院副教授，博士生导师。清华大学经济学研究所副所长。研究领域包括产业经济学、企业理论、数字经济、平台治理等。

Dr Wang Yong is an associate professor at the Institute of Economics, School of Social Science at Tsinghua University in China. He also serves as the Deputy Director of the Institute of Economics, and the Executive Vice-President of the Institute of Minsheng Economic Research, Tsinghua University. His research interests include Digital Economy, Platform Market in Sharing Economy, Industrial Organisation, and special economic zones (SEZs)



伟大的中国工业革命 Great Industrial Revolution of China

作者：文一

Author: Wen Yi

ISBN: 9787302434207

Publication Date: 2016-06-01

Page Count: 293

About the Book:

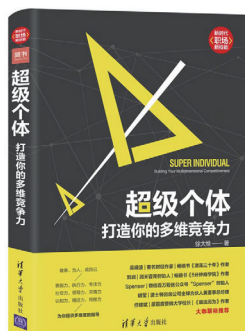
中国崛起无疑是人类历史上自英国工业革命以来最为壮观的全球性历史事件。而当代西方主流经济学理论却无力解释中国的崛起。作者认为只有彻底重新阐释工业革命和西方崛起的历史，才能真正解释中国的增长奇迹。与此同时，中国从一个贫穷积弱的农业社会向工业超级大国的惊人转型所蕴含的“发展政治经济学”逻辑，不仅从一个侧面深刻揭示了当代西方主流经济学的根本缺陷，而且也为非洲的贫困陷阱，拉丁美洲失去的债务危机，19世纪的大分流和欧洲的崛起，以及英国工业革命本身提供了新的注释。

The rise of China is no doubt one of the most spectacular events in world economic history since the British industrial revolution. Contemporary mainstream economics and institutional theories in the western world, however, fail to account for the root cause of China's rise. The author holds that China's economic miracle can only be deciphered if we reinterpret the industrial revolutions. China's stunning transformation from a poverty-stricken agricultural society to an industrial country has exposed the weaknesses of mainstream economics and contemporary theories. It also sheds lights on the poverty trap in Africa, the debt crisis in Latin America, the Great Divergence and the rise of Europe in the 19th century and the British Industrial revolution.

About Author:

文一，清华大学经济管理学院CCB讲席教授。曾任职于美国康奈尔大学经济系，美国联邦储备银行（圣路易斯分行）研究部，2008年升任助理副行长。

Yi Wen, Professor of Tsinghua-CCB (China Construction Bank) program at School of Economics and Management. He has worked at Cornell University, Federal Reserve Bank of St. Louis and in 2008 he was promoted to assistant vice president.



超级个体：打造你的多维竞争力 Super Individual: Building Your Multidimensional Competitiveness

作者：徐大维

Author: Xu Dawei

ISBN: 9787302514848

Publication Date: 2019-04-01

Page Count: 288

About the Book:

著名财经作家吴晓波倾力推荐。

作者以二十年的职场感悟浓缩成这本书。本书记载了作者从“职场小白”到世界500强高管的心路历程，更是一份从方法论到实际的践行报告，为读者提供多维度的指导。书中内容涉及做事、为人、成自己三大部分，又细化成表现力、执行力、专注力、社交力、领导力、共情力、认知力、精进力、钝挫力9个领域，助力读者成为一名职场超级个体。“看完后你会知道：我们该如何在这个时代实现个体崛起。”

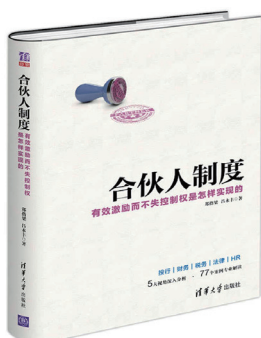
This book is strongly recommended by Wu Xiaobo, a famous financial writer .

This book is a record of the author's twenty years of working experiences – rising from a “workplace newbie” to a senior executive of one of the Global 500 Companies. But it is more like a practice report that extends from methodology to practice to provide readers with multi-dimensional guidance. This book encompasses three parts (how to do things, how to behave properly and how to be ourselves), which are further divided into 9 chapters that respectively focus on expression, execution, concentration, sociability, leadership, empathy, cognition, diligence and endurance, in an aim to inspire readers to become a super individual in the workplace. “In this book, you will find the know-how to succeed in this era.”

About Author:

徐大维，知名培训顾问，香港理工大学工商管理硕士。

Xu Aawei, MBA of Hong Kong Polytechnic University, is famous training consultant .



合伙人制度：有效激励而不失控制权 Partnership: Effective Incentives Without Losing Control

作者：郑指梁、吕永丰

Author: Zhiliang Zheng, Yongfeng Lv

ISBN: 9787302468981

Publication Date: 2018/3/1

Page Count: 220

About the Book:

本书综合应用了投行、财务、税务、法律、HR相关知识，全面深入地对合伙人制度进行了分析。如何选择合伙人、如何出资、如何估值、如何分钱、如何退出，这是每一位企业家与合伙人关心的话题。本书提供了大量的实操方案，旨在让读者能够拿来即用。合伙人要发挥作用必须借助于一定的平台，合伙企业就是这样的平台。马云是如何通过相关平台控制蚂蚁金服的？任正非是如何控制华为的？宝能系是如何举牌万科的？本书一一为你揭秘。本书为企业家及高管们提供一种有效激励而不丧失控制权的设计工具与方法。

This book analyzes partnership comprehensively and deeply with the knowledge of investment banking, finance, taxation, law, and human resources. Nearly every entrepreneur and business partner is concerned with numerous questions, such as choosing partner, fund raising, valuation, divide of profits, and the withdraw mechanism. This book provides many practical and ready-to-use cases for readers in need. All partners need a specific platform, such as a company; otherwise they cannot be called as partners. So what did Ma Yun do to control Ant Financial through the relevant platform? How did Ren Zhengfei control Huawei? How did Baoneng Group acquire Vanke? This book will demystify these cases for you. This book provides entrepreneurs and executives with a set of design tools and methods that effectively motivates employees without losing control of the company.

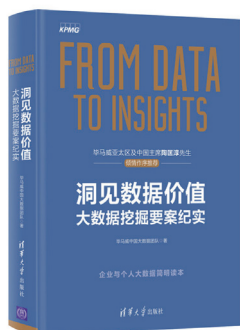
About Author:

郑指梁：注册会计师、注册税务师；浙江大学、武汉大学、中山大学等高校特聘讲师。具有20多年的投行、财务、税务及HR从业经验。

吕永丰：杭州健驰医疗科技有限公司董事长、CEO。浙江大学MBA；斯坦福商学院、哈佛商学院、西点军校等访问学者。

Zheng Zhiliang is a Certified Public Accountant and Certified Tax Agents, invited lecturer of Zhejiang University, Wuhan University and Sun Yat-sen University. He has more than 20 years of experience on investment banking, finance, tax and human resources.

Lv Yongfeng is the Chairman and CEO of Hangzhou Jianchi Medical Technology Co., Ltd. He holds a MBA degree from Zhejiang University and is a visiting scholar at Stanford Business School, Harvard Business School and West Point.



洞见数据价值：大数据挖掘要案纪实 From Data to Insights: Report on Big Data Mining Cases

作者：毕马威中国大数据团队

Author: Big Data Research Team, KPMG

ISBN: 9787302491804

Publication Date: 2018-02-01

Page Count: 312

About the Book:

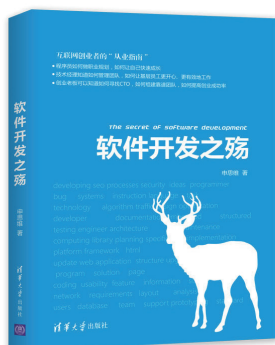
《洞见数据价值：大数据挖掘要案纪实》是国际知名咨询公司毕马威的大数据团队的集大成之作，内容不拘泥于技术阐释，通过寓教于乐的方式，以丰富翔实的案例来解析大数据挖掘，尽量通过常见的场景来阐述数据的价值与意义。第1章介绍大数据在银行业、征信业、审计、传统制造业、互联网行业、舆情监控、影视业、环保产业以及体育产业等多个领域的应用方案和前景。第2章重点介绍大数据分析在商业工作和营销推广中的作用。第3章介绍大数据挖掘过程中涉及的数据的前期准备工作，重点介绍数据准备工作的要点和诀窍。第4章结合业务、生活、娱乐，寓教于乐，介绍大数据的实际应用方式。

The book *From Data to Insights: Report on Big Data Mining Cases* is a masterpiece of the big data research team with KPMG, an internationally renowned consulting company. Instead of being limited to technical interpretations, this book tries to explain big data mining with detailed and intriguing cases from daily life, work and learning scenarios, so as to reveal the value and significance of the data. Chapter 1 introduces the application and prospects of big data in various fields such as banking, credit reporting, auditing, traditional manufacturing, Internet industry, public opinion monitoring, film and television industry, environmental protection industry and sports industry. Chapter 2 focuses on the role of big data analysis in business and marketing. Chapter 3 introduces the preliminary preparation of the data involved in the big data mining process, focusing on the key points and tips for data preparation. Chapter 4 combines business, life, entertainment, and education to introduce the practical application of big data.

About Author:

毕马威中国大数据团队：一个专注于大数据及数据挖掘的专业团队，坚持有效结合分析、技术与业务三方面，多次帮助多家大型银行、保险公司、老牌企业等重要客户利用大数据创造价值。

KPMG Big Data Research Team: A professional team focuses on big data and data mining. They believe in the effective combination of analysis, technology and business and has supported many large banks, insurance companies, long-established companies and other important customers create value with big data.



软件开发之殇 The Secret of Software Development

作者：申思维

Author: Shen Siwei

ISBN: 9787302526988

Publication Date: 2019-07-01

Page Count: 220

About the Book:

本书作者在软件行业从业、创业多年，对中国的软件开发领域理解非常深刻，对这个行业的前景和职业规划有着非常独到的见解。本书可以让大家知道这个行业整体是什么样的。只有了解了这个行业，才能更好地从事这个行业。本书分为6章，内容包括程序员的职业规划、给程序员的职业成长建议、给程序员的技术建议、如何管理技术团队、国内软件开发之殇、软件外包公司生存指南。

The author of this book has been working in China's software industry for years and even started his own business. He has gained a profound knowledge of this industry, and holds a unique view on the prospect of this industry and career planning of programmers. This book depicts the whole picture of this industry; an overall understanding of the industry will enable practitioners feel like a fish in water. This book is divided into six chapters: career planning for programmers, career development advice to programmers, technical advice to programmers, how to manage a technical team, difficulties in domestic software development, and survival guide for software outsourcing companies.

About Author:

申思维，毕业于华南理工大学计算机软件专业，一直从事于WEB软件开发领域。创立多个软件公司，具有深厚的全栈开发功力。

Shen Siwei graduated from South China University of Technology with a major in computer software. Having been dealing with Web software development for years, Shen has founded several software companies, and developed a profound full-stack development ability.



中国体育营销创新案例 Cases of Sports Marketing Innovation in China

作者：史丹丹、谌莉、胡凯

Author: Shi Dandan, Chen Li, Hu Kai

ISBN: 9787302519683

Publication Date: 2019-04-01

Page Count: 352

About the Book:

本书精心选取清华大学体育营销案例，分析大赛的优秀案例及获奖的参赛报告，紧紧围绕体育产业中的前沿和热点问题编撰而成。全书按照体育营销活动主体进行分类，将体育赛事、职业体育俱乐部、体育场馆、体育用品制造业等不同体育领域的营销问题贯穿起来，涵盖范围广泛。每个案例均由案例、节选的参赛案例分析报告以及专家的案例点评三部分组成。案例内容丰富，案例分析创意与可操作性兼具，案例点评理论与实践结合。

Based on the carefully selected sports marketing cases of Tsinghua University, this book analyzes the excellent cases and award-winning reports in competitions, scrupulously discusses the forefront and hot issues about the sports industry. The content of this book is segmented by the subjects of sports marketing activities, and covering a wide range of marketing problems in different sports fields, such as sports events, professional sports clubs, stadiums and gymnasiums, and sporting goods manufacturing. Each case consists of three components: the case itself, the excerpts of case analysis report, and expert review. The cases feature rich information, the analysis reports are creative and operational, while expert reviews combine theory with practice.

About Author:

史丹丹，英迈传媒合伙人，清华大学五道口金融学院金融EMBA。

Shi Dandan is partner of Inmai Media and holds a Finance EMBA from PBC School of Finance, Tsinghua University.

谌莉，博士，副教授，北京体育大学体育商学院工商管理教研室主任。

Chen Li is Ph.D., associate professor and director of The Department of Business Administration and Research from Beijing Sport University.

胡凯，博士，清华大学体育产业发展研究中心副主任。

Hu Kai is Ph.D. and Deputy Director of the Center for Sports Industry Development Research from Tsinghua University.



自适应学习——人工智能时代的教育革命 Adaptive Learning —the Education Revolution of the AI Era

作者：李韧

Author: Li Ren

ISBN: 9787302508885

Publication Date: 2019-01-01

Page Count: 204

About the Book:

国内第一本系统介绍人工智能教育（EAI）与自适应学习（Adaptive Learning）的书籍。

当下人工智能正悄悄影响着社会生活与教育体系的各个层面，对全世界的学习与教育活动，都将产生极为深远的影响。本书用浅显生动的语言讲述最前沿的理念——人工智能与自适应学习将如何改变教育。书中通过近20个案例和超过100个图表进行具体讲解，方便阅读和理解。因为人工智能，因为自适应学习，自孔子以来人类两千年历史上第一次，我们可以有机会真正实现“因材施教”的伟大教育理念，让优秀教师不再是“稀缺资源”，让教育真正实现“个性化”。在这一刻，我们能够清晰地看到：一次全新的教育革命正在展开！

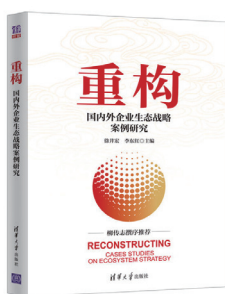
It is the first book of this kind that systematically introduces Educational Artificial Intelligence (EAI) and Adaptive Learning (AL) in China.

AI has so far been silently affecting all aspects of social life and the educational system; it is expected to exert a far-reaching impact on the worldwide learning and educational activities. In plain language, this book depicts the cutting-edge idea of how AI and AL transform education. By encompassing about 20 typical cases and more than 100 charts, the content of this book is both readable and understandable. Thanks to AI and AL, for the first time since the Confucius' time, we are now able to truly implement the great educational philosophy of "individualized teaching", so that excellent teachers are no longer a "scarce resource" and education becomes "personalized". At this moment, we can say that a new revolution is underway in education!

About Author:

李韧，博士，长期研究和实践互联网教育。

Dr. Li Ren has all along been dedicated to the research and practice in Internet education.



重构：国内外企业生态战略案例研究 Reconstructing —Cases Studies on Ecosystem Strategy

作者：徐井宏、李东红

Author: Xu Jinghong, Li Donghong

ISBN: 9787302519584

Publication Date: 2019-04-01

Page Count: 212

About the Book:

柳传志撰写序推荐，一本了解企业生态战略的好书。

本书结合企业实际案例，剖析各企业在生态建设过程中的特色，归纳总结形成理论框架模型。作者选取了通用电气、西门子、微软、小米、阿里巴巴、京东、腾讯、百度、中信集团、清华控股等10家国内外在打造商业生态系统方面有自己特点的企业，对这些企业尝试借助打造商业生态系统谋求发展的实践历程进行了梳理，以期展现这些企业在建立和管理商业生态系统过程中的理念与做法。梳理其历史演进过程和最新实践，形成典型案例，供管理人员和学者参考。

This is an excellent book on the ecological development strategy of enterprises recommended by Liu Chuanzhi, Co-chairman of the Global CEO Conference. Mr. Liu even wrote a preface to this book.

By citing well-known enterprises as examples, the authors analyze their respective process of building a distinctive business ecosystem, and then summarize the analysis into a theoretical framework model. The ten enterprises, i.e., GE, Siemens, Microsoft, MI, Alibaba, Jingdong, Tencent, Baidu, CITIC Group and Tsinghua Holdings, are spoken highly for their original and successful business ecosystem. Through a review of the process where these enterprises build and manage a business ecosystem for better development, the authors expect to fully exhibit their ideas and practices in this process, which will greatly enlighten the management personnel and scholars.

About Author:

徐井宏，中国企业家俱乐部副理事长、中关村龙门投资有限公司董事长，原清华控股有限公司董事长。

Xu Jinghong is Deputy Director-General of China Entrepreneur Club and Chairman of Zhongguancun Longmen Investment Co., Ltd; and former Chairman of Tsinghua Holdings.

李东红，管理学博士，清华大学经济管理学院创新创业与战略系副主任、副教授、博士生导师，清华大学全球产业研究院副院长。

Li Donghong, holding a PhD in Management, is associate professor, doctoral supervisor and Deputy Director of the Department of Innovation, Entrepreneurship and Strategy, Tsinghua SEM; and Associate Dean of the Institute for Global Industry of Tsinghua.



公司控制权安排与争夺 Arrangement and Contest for Control of the Company

作者：马永斌

Author: Ma Yongbin

ISBN: 9787302513773

Publication Date: 2019-04-01

Page Count: 596

About the Book:

这是一本写给企业创始人的书，尤其是那些想要接触资本进行产融结合，准备利用资本促进企业发展的企业家。本书提供从引入风险投资到IPO（Initial Public Offerings，首次公开募股）再到并购重组全过程的资本市场防黑武器。作者通过3个控制权安排、5个控制权争夺安全案例，形成8篇精彩绝伦的商业小说，让读者在愉悦阅读的同时轻松掌握控制权安排与争夺的逻辑和方法。本书聚焦股权结构设计、公司章程、股东协议和投资条款清单四个战场，结合万科、联想、复星、泛海、巨人、京东、阿里的经典案例，运用公司治理和资本运作手段，帮助管理层优化股权结构和防止恶意并购，稳定公司的控制权。

This is a guidebook for entrepreneurs, especially for those who plan for integration of industry and finance and utilization of capital to consolidate and expand their business. By encompassing the content from venture investment to IPO and to M&A, the author tries to build this book an “anti-black swan” weapon to safeguard the capital market. Based on three cases about control arrangement and five cases about control contest, the author has created 8 intriguing business novels, from which readers will learn the logic and methods for arranging and contesting for the company control while enjoying the plot. This book focuses on the four “battlefields” of equity structure design, articles of incorporation, shareholder agreement and term sheet of equity investment, integrates with the classic cases of Vanke, Lenovo, Fosun, China Oceanwide, Giant Network, Jingdong and Alibaba, and employs the means of corporate governance and capital operation, for the purpose of guiding the management to guard against hostile M&A, optimize the company’s equity structure and stabilize its control.

About Author:

马永斌，博士，清华大学副研究员，深圳研究生院企业资本与管理设计中心常务副主任、创业教育中心主任。

Dr. Ma Yongbin is associate researcher at Tsinghua University; Executive Deputy Director of the Center for Enterprise Capital and Management System, Tsinghua’s Graduate School at Shenzhen; and Director of the Entrepreneurship Education Center, Tsinghua’s Graduate School at Shenzhen.



经济增长之梯与大企业踏板 Economic Growth Ladder and the Rungs of Large Enterprises

作者：张文魁

Author: Zhang Wenqui

ISBN: 9787302523956

Publication Date: 2019-04-01

Page Count: 268

About the Book:

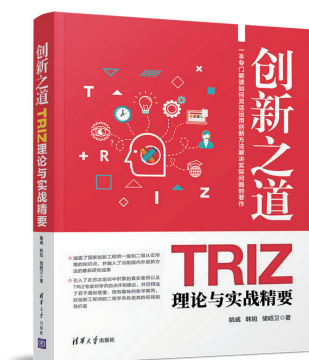
一个经济体从低收入达到中等收入状态，只不过是迈入增长之门，从中等收入发展为高收入国家，则相当于攀登增长之梯。外向竞争大企业，特别是制造业大企业，是增长之梯不可或缺的“踏板”。中国已经出现了一批大企业，它们的规模扩张和生产率提升的速度更快，在升级转型、产品质量提高和全球贸易等方面有着更好的表现。但是，不少这样的企业，即使算得上踏板，其稳固牢靠程度还不够高，而且当前全球贸易、全球治理陷入巨大纷争之中，中国已有的和潜在的踏板企业能否继续融入全球产业体系、创新体系，面临着严重的不确定性。只有这些挑战都得到正确应对，才能使中国经济增长有更好的前景。

When an economy shifts from a low-income earner to a middle-income earner, it is no more than opening the door of growth; while turning from a middle-income earner to a high-income earner is likened to climbing a ladder of growth. Large-sized and going-global enterprises, esp. those in manufacturing industry, are indispensable “rungs” of the ladder of growth. A number of large enterprises have emerged in China, they have been expanding their size and increasing productivity at a faster pace, and performing better in upgrading and transition, improving product quality and taking part in global trade. Lots of these enterprises are counted as the “rungs”, but they are not solid and firm enough. What’s worse, there are conflicts in global trade and global governance at the present stage, it is seriously uncertain for the existing and prospective “rung” enterprises in China to keep integrating into the global industrial system and innovation system. Only when these challenges are properly addressed can China’s economic growth have a better prospect.

About Author:

张文魁，著名经济学家，国务院发展研究中心研究员、企业研究所副所长。中国人民大学硕士，英国布鲁内尔大学博士。

Zhang Wenqui, a famous economist holding a Master’s Degree from Renmin University of China and a Doctoral Degree from Brunel University London, is now researcher at the Development Research Center (DRC) of the State Council and Deputy Head of the Enterprise Research Institute of DRC.



创新之道——TRIZ理论与实战精要 The Path to Innovation: Essentials in TRIZ Theory and Practice

作者：姚威、韩旭、储昭卫

Author: Yao Wei, Han Xu, Chu Zhaowei

ISBN: 9787302525196

Publication Date: 2019-05-01

Page Count: 360

About the Book:

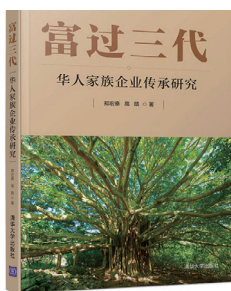
这是一本专门讲解如何灵活运用发明问题解决理论进行创新实战的著作。书中内容不仅涵盖国家科技部创新工程师一级和二级认证考试的所有理论知识点，而且提供了与产业和经济发展实际结合的教学与实战案例，还分享了在运用创新方法解决实际问题过程中的经验和体会，是一本兼顾理论与实践的“学用结合”的书籍。

This book discusses how to address the theoretical problems of innovation and then implement innovative practice. It covers all of the theoretical knowledge in the certification tests of grade-1 and grade-2 innovation engineers, which are organized by Ministry of Science and Technology. Moreover, this book also includes the teaching and practical cases which are in line with industrial and economic development, and shares the experiences of the authors in applying innovative approaches to solve practical problems. In short, it is a book that advocates integration of learning and doing.

About Author:

本书是浙江大学创新方法团队长期在教学和培训第一线从事创新方法相关工作的教师，根据多年研究及实践解题、培训辅导和教学经验的积淀之作，具有内容全面、循序渐进、结构合理、讲解细致、条理清晰、通俗易懂、专业性强等特点。

This book is crystallization of the theoretical and practical experiences of the innovation team of Zhejiang University. This team is made up of the front-line teachers who have been teaching and training innovative approaches for years. The content of this book is comprehensive, well-organized and logical; though it caters to the need of specialists, it is easy to understand.



富过三代：华人家族企业传承研究 Wealth to Wealth over Three Generations: Inheritance Studies on Chinese Family Businesses

作者：郑宏泰、高皓

Author: Zheng Hongtai, Gao Hao

ISBN: 9787302517238

Publication Date: 2019-01-01

Page Count: 288

About the Book:

孟子说：“君子创业垂统，可为继也。”从古至今，无论帝王将相，还是寻常百姓，都有打拼事业、传承子孙的努力和思考。然而，“富不过三代”则是绝大多数家族企业艰难跋涉的真实写照。本书精心挑选了9个极具代表性且传承数代的华人家族企业案例：利丰集团冯氏、镛记酒家甘氏、美心集团伍氏、新鸿基地产郭氏、环球航运包氏、东方海外董氏、东亚银行李氏、鹰君地产罗氏、维他奶集团罗氏，深入分析华人家族企业传承发展的特质和内涵，重点探讨如何在东西方文化的碰撞中吸收融合，实现传承发展、富过三代。

“A gentleman establishes his own business, expecting it to be inherited by his descendants”, said Mencius. From ancient times to the present, no matter emperors, generals and ministers, or ordinary people, all of them have made efforts to create their own cause and pass it on to their descendants. However, “shirtsleeves to shirtsleeves in three generations” is a true story for most family businesses. In this book, the authors cite examples of 9 Chinese family businesses – all of them not only start a business, but successfully keep it going: the Fung Family of Fung Group, the Kam Family of Yung Kee, the Wu Family of Maxims Group, the Kwok Family of Sun Hung Kai Properties, the Pao Family of BW Group, the Tung Family of OOCL, the Lee Family of BEA, the Law Family of Great Eagle Holdings, and the Law Family of Vitasoy International Holdings. This book profoundly analyzes the characteristics of development and inheritance of these family businesses; advocates integrating the merits of both eastern and western cultures and thus succeeding in achieving “wealth to wealth over three generations”.

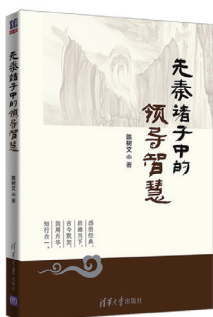
About Author:

郑宏泰，香港中文大学全球中国研究计划联合召集人、社会及政治发展研究中心联席主任。

Zheng Hongtai is Co-Convener of the Global China Studies launched by the Chinese University of Hong Kong (CUHK) and Co-Director of CUHK's Centre for Social and Political Development Studies.

高皓，清华大学五道口金融学院全球家族企业研究中心主任，清华大学管理学博士及金融学博士后。

Gao Hao is Director of the Global Family Business Research Center, PBC School of Finance, Tsinghua University. Gao holds a PhD in Management and a post-doctoral research position at Tsinghua.



先秦诸子中的领导智慧 The Leadership Wisdom of Pre-Qin Thinkers

作者：陈树文

Author: Chen Shuwen

ISBN: 9787302518839

Publication Date: 2019-04-01

Page Count: 356

About the Book:

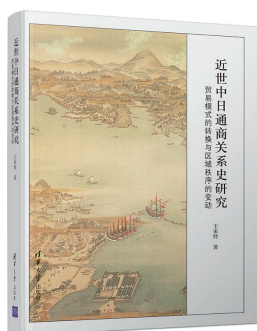
先秦诸子众多，学派也有十几家，但是影响较大的主要是儒、道、法三家，掌握了这三家的领导智慧的核心，也就掌握了先秦诸子中领导智慧的精髓，因此本书选了孔子、老子、庄子、管子、墨子、韩非子、鬼谷子和孙子八位圣贤先哲的领导智慧。为了避免呆板和意思上的不连贯，本书没有机械、大段地引用原文，而是在通览原著的基础上再根据每一部分的主旨，从中拣选出思想观点进行新的排列组合和系统诠释。书中引用了大量的古今中外的领导案例，将生动形象的案例运用到议论性说理过程中，增强了著述的思想表达能力，增添了智慧的趣味。本书还把东方先秦诸子的领导智慧与今天西方流行的领导理论结合起来，做出实事求是的分析评判。

There had been quite a number of thinkers and dozens of schools in the pre-Qin period, but the major influential schools were Confucianism, Taoism and Legalism. If we could grasp the core of the leadership wisdom of these three schools, we will learn by heart the essence of the leadership wisdom of the pre-Qin thinkers. Therefore, the author decides to demonstrate the leadership wisdom of eight sages: Confucius, Lao Tzu, Chuang Tzu, Guan Tzu, Mo Tzu, Han Fei-tzu, Kuei Ku-tzu and Sun Tzu. To avoid rigidity and incoherence, the author avoids to mechanically quote the passages of great length, but firstly reads through the original works, and then refers to the themes of each part to select the thoughts and viewpoints for new permutations and combinations. There are rich examples of Chinese and foreign leadership cases in the book. The author uses these vivid cases for argumentative reasoning, which enhances the thought expression of the writing and makes it interesting and inspiring. The author even combines the leadership wisdom of the eastern pre-Qin thinkers with today's popular leadership theories in the West, based on which he makes objective analysis and judgment.

About Author:

陈树文，大连理工大学管理学院教授、博士生导师，从事组织管理、人力资源管理 and 领导学方向的研究。

Prof. Chen Shuwen is doctoral supervisor of the School of Management, Dalian University of Technology. He is mainly engaged in studying organization management, human resource management and leadership.



近世中日通商关系史研究： 贸易模式的转换与区域秩序的变动 Research on the History of Sino-Japanese Trade Relations in Modern Times: the Transformation of Trade Pattern and Change of Regional Order

作者：王来特

Author: Wang Laite

ISBN: 9787302513629

Publication Date: 2018-11-01

Page Count: 372

About the Book:

本书以14世纪70年代至18世纪中期的中日通商关系为研究对象，考察这一时期中日交涉体制、贸易模式的建立、演化、解体和重新构筑的过程，并分析其中所蕴含的政治性问题，尝试从一个侧面勾勒出近世东亚区域秩序变迁的历史轨迹及结构性特征。本书主要特点在于，一是在东亚区域史的视野中，在比较长的历史时段上把握住了近世中日贸易模式与东亚区域秩序的关系。二是，细致考察了明代中国与日本朝贡—勘合贸易体制的形成与变调的过程，分析了清代中国与德川日本“往市”型贸易的特征，有力地推进了学术界积累颇为厚重的“朝贡贸易体制”论及“互市制度”论。

This book focuses on the Sino-Japanese trade relations from the 1370s to the mid-1700s. It probes into the establishment, evolution, disintegration and reconstruction of the negotiation system and trade model between China and Japan in this period, and analyzes the political implications of these issues, in an attempt to outline the historical track and structural characteristics of the changes on the East Asian regional order in modern times. The main features of this book are as follows: (1) It clearly expounds the modern Sino-Japanese trade model and the East Asian regional order in a long period of time; (2) It carefully examines the formation and alteration of the Tribute-Kanhe Trade System between Ming China and Japan, and elaborates on the characteristics of the Unidirectional Trade between China and Tokugawa Japan, which vigorously promotes the study on the Tributary Trade System and Bidirectional Trade System – a long-standing research subject in the academic circle.

About Author:

王来特，历史学博士，在东北师范大学历史文化学院任教，自2018年起任职于中国社会科学院近代史研究所。研究方向为东亚贸易史、中日关系史。

Wang Laite, Doctor of History, has been working at the Institute of Modern History, Chinese Academy of Social Sciences since 2018, mainly dedicated to studying the East Asian trade history and Sino-Japanese relations. Wang was used to be a teacher at the School of History and Culture, Northeast Normal University.



《联合国海洋法公约》争端解决机制研究： 附件七仲裁实践 A Study of Dispute Settlement Mechanisms of UNCLOS: Annex VII Arbitration

作者：贾兵兵

Author: Jia Bingbing

ISBN: 9787302512967

Publication Date: 2018-11-01

Page Count: 204

About the Book:

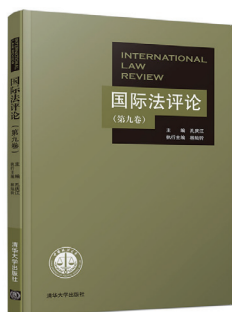
本书结合“南海仲裁案”，对《联合国海洋法公约》第十五部分的争端解决机制进行了全面的梳理和审视，对其部分条款所涉及的相关国际法问题进行了深入的阐述和反思，并结合讨论了其他相关的国际司法或仲裁判例。从“南海仲裁案”的具体个案逐渐衍伸到一个更大的宏观视角，从而得出一些具有普遍理论意义和符合维护我国南海海洋权益的建设性结论。

In combination with the case of “South China Sea Arbitration”, this book comprehensively examines Part XV (focus on the dispute settlement mechanism) of the United Nations Convention on the Law of the Sea (UNCLOS), carefully expounds and reflects on the international law issues that are associated with the articles of Part XV, and discusses other related international judicial or arbitration cases. By transiting from a microcosmic perspective (the case of “South China Sea Arbitration”) to a macroscopic perspective, the author draws up some constructive conclusions not only conform to China’s maritime rights and interests in the South China Sea, and also have universal guiding significance.

About Author:

贾兵兵，清华大学法学教授，研究领域为国际法学。北京大学法学学士，牛津大学法学博士，海牙国际法学院理事会委员。

Jia Bingbing, dedicated to the research of international law, is now law professor of Tsinghua University and member of the Curatorium of Hague School of International Law. He holds a bachelor’s degree in law from Peking University and a doctoral degree from Oxford University.



国际法评论（第九卷） International Law Review (Volume 9)

作者：孔庆江 主编 林灿铃 执行主编

Editor-in-Chiefs: Kong Qingjiang, Lin Canling

ISBN: 9787302519874

Publication Date: 2019-01-01

Page Count: 208

About the Book:

本卷《国际法评论》包含国际公法、国际私法、国际经济法和国际环境法各方向研究成果。内容涉及国际法相关热点焦点，有国际法前沿学术问题的理论探讨，也有相关国际法实践的研究与探析。国际公法方向涉及气候变化国家立法等内容；国际私法方向的论文涉及国际私法立法的国际比较、网络冲突法、国际民商事诉讼管辖权、外国判决的承认与执行、国际商事仲裁程序、海峡两岸民商事争端解决机制等。国际经济法的论文涉及长江三角洲地区国外直接投资的法律协调、国际商船安保问题、欧盟强征航空碳税之法律问题等。

This book exhibits the research results of public international law, private international law, international economic law and international environmental law. In this book there are discussions about the hot topics, frontier academic issues and practices associated with international law. The domain of public international law introduces the national legislation on climate change, etc.; while the domain of private international law involves the international comparison of private international law legislation, network conflict law, international civil and commercial jurisdiction, recognition and enforcement of foreign judgments, international commercial arbitration procedure, cross-strait civil and commercial dispute settlement mechanism, etc. The papers on international economic law respectively focus on the legal coordination of FDI in the Yangtze River Delta, security of international merchant vessels, the EU's imposition on aviation carbon tax, and other typical legal issues.

About Author:

孔庆江，法学博士、教授，中国政法大学国际法学院院长、国际反垄断法研究中心副主任。

Prof. Kong Qingjiang, Doctor of Letters in Law, is Dean of the School of International Law, China University of Political Science and Law (CUPL); and Deputy Director of China Institute of International Antitrust and Investment of CUPL.



WTO体制下我国原材料出口限制问题研究 Empirical Study on Trial Pattern Change in the Information Age

作者: 王兰

Author: Wang Lan

ISBN: 9787302511236

Publication Date: 2018-10-01

Page Count: 192

About the Book:

我国的经济发展的出口依存度高,而出口又以资源密集型和劳动力密集型产品为主。这种模式不仅消耗大量的可用竭自然资源,也严重污染了我们的生存家园。因此,采取有效措施,限制主要来源于可用竭自然资源的原材料的出口,保护环境及人的生命和健康、国家基本安全利益、实现经济和社会的可持续发展,已成为全社会的共识。本书作者以我国如何在WTO体制下合法、有效地限制原材料出口为主线,从出口限制措施的含义和分类出发,提出我国应积极主张并合法行使采取直接出口限制措施的权利的同时,实施资源环境税、碳税和出口不退税等间接出口限制措施。

China's economic development is highly dependent on export, and most of its outbound products are resource-intensive and labor-intensive. Such export model not only consumes a huge amount of available natural resources, but causes serious environmental pollution. In this context, it has become a social consensus to restrict the exports of raw materials that are mainly derived from exhaustible natural resources, so as to protect the environment and people's health, safeguard national security, and sustain socio-economic development. The content of this book unfolds along the cardinal line of how to restrict the exports of raw materials legally and effectively under the WTO framework. The author firstly clarifies the implications and classification of export restrictions, and then argues that it is China's vested right to directly restrict its exports according to law, and in the meantime impose indirect restrictions, e.g., levy resource environment tax and carbon tax, and scrap export tax rebates.

About Author:

王兰,法学博士,西北师范大学法学院副教授,硕士生导师。中国法学会世界贸易组织法研究会理事。

Wang Lan, Doctor of Letters in Law, is Associate Professor and Master's Supervisor of the Law School, Northwest Normal University; and member of the WTO Law Research Society of China Law Society.



信息化时代庭审方式变迁的实证研究 Empirical Study on Trial Pattern Change in the Information Age

作者: 梁坤

Author: Liang Kun

ISBN: 9787302494591

Publication Date: 2018-02-01

Page Count: 332

About the Book:

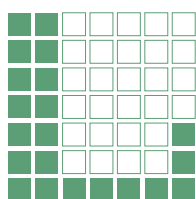
本书持历史到现代、宏观到微观、理论到实证、域外到本土这几个基本的视角,全景式地对信息化时代庭审方式的总体变迁脉络与发展趋势进行了相应的实证性探索。首先,从宏观角度对信息化时代庭审方式的变迁所涉及的各种理论问题进入了深度的分析;其次,以较为微观和具体的视角从数字法庭建设、远程审判、电子数据在庭审中的运用、庭审公开和庭审直播这几个方面重点研究了庭审方式在信息化时代面临的困境和出路。

This book approaches the changes of trial patterns in the information age from the historical, macro and micro, territorial perspectives and also a panoramic view in terms of empirical study. First, it offers a deep analysis of the theoretical issues from a perspective. Secondly, from a more micro and specific perspective, it lays focus on the setup of digital court, remote trial, electronic data usage in trial, open trial, trial live-streaming and other concrete problems and solutions that the modern court would confront and make use of.

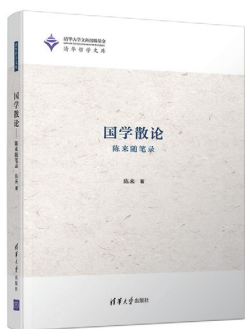
About Author:

梁坤,中国人民大学法学博士(2011)、社会学博士后(2013)。西南政法大学刑事侦查学院副教授。

Liang Kun is Juris Doctor (2011) and Postdoctoral In Sociology (2013) from Renmin University of China. He now works as associate professor at School of Criminal Investigation, Southwest University of Political Science and Law.



语言 文化 艺术
Language,
Culture and Arts



国学散论——陈来随笔录 Sinology Essays of Chen La

作者: 陈来

Author: Chen Lai

ISBN: 9787302515906

Publication Date: 2019-03-01

Page Count: 280

About the Book:

本书是国学大家陈来教授的学术随笔集，国学入门普及读物，阐发国学、儒学相关问题，专业、系统、易读。作者广泛讨论了国学在当代的主要意义、国学的内容与分类、近代国学的发展过程、儒家思想在中华民族复兴时代的作用和意义，以及各种与儒学史相关的思想。本书作者以国学大家的身份，以小篇幅的学术随笔形式对这些问题加以阐发，是学术大众化的典范。

This book is a collection of the academic essays by Prof. Chen Lai, a master in sinology, and a popular reading material that expounds the issues related to sinology and Confucianism in a professional, systematic and understandable manner. Prof. Chen discusses the significance of sinology in the contemporary era, the content and classification of sinology, the development process of modern sinology, the role and significance of Confucianism in the rejuvenation of the Chinese nation, and various thoughts related to the history of Confucianism. Being a master in sinology, the author elucidates these issues in small academic essays, which is a model of academic popularization.

About Author:

陈来，清华大学国学研究院院长，主要领域为中国哲学与儒学，代表本领域世界领先水平，著作有近四十种。

Chen Lai is Dean of the Academy of Chinese Learning, Tsinghua University. He is mainly dedicated to studying Chinese philosophy and Confucianism, and known as a leading scholar in field of research. He is author of almost 40 academic works.



摆渡在有-无之间的哲学——第一哲学问题研究 The Philosophy of Ferrying between Being and Nothing Research on the First Philosophical Problem

作者: 黄裕生

Author: Huang Yusheng

ISBN: 9787302514862

Publication Date: 2019-03-01

Page Count: 276

About the Book:

本书是作者近二十年有关第一哲学问题的持续思考与讨论的总结,专业性分析与思想性论述并重,历史阐释与原创思考结合。所谓第一哲学问题,也就是哲学中最基础、最恒常,同时也是最困难的那些问题。这本书分上、下两篇。上篇为“沉思篇”,是作者直接面对第一哲学问题展开的思考。下篇为“解释篇”,是在上篇基础上对哲学史上一些最重要的哲学家有关第一哲学问题的思考的分析、讨论与反思。

This book summarizes the author's thinking and discussion on the "first philosophical problem" over the past two decades, pays equal attention to professional analysis and ideological discourse, and combines historical interpretation with original thinking. The so-called "first philosophical problem" refers to the most basic, constant and difficult problem in philosophy. This book is divided into two parts: Part 1 "Meditation" shows the author's thoughts on the "first philosophical problem". Part 2 "Interpretation", which is based on the content of Part 1, contains the analysis, discussion and reflection of some leading philosophers on the "first philosophical problem".

About Author:

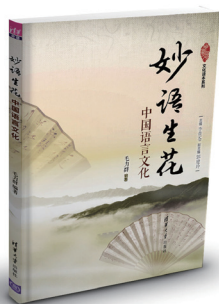
黄裕生,清华大学人文学院哲学系教授,博士生导师,主要研究领域为第一哲学、德国哲学、宗教哲学、法哲学、比较哲学。

Prof. Huang Yusheng is doctoral supervisor of Department of Philosophy, School of Humanities, Tsinghua University. He is mainly dedicated to studying the first philosophical problem, German philosophy, philosophy of religion, philosophy of law and comparative philosophy.

“中国风”文化读本系列 'Chinese Style' Culture Series

“‘中国风’文化读本系列”是一套对外汉语教材，同时也适合对中国文化感兴趣的中外读者阅读，全套书共六本。编写团队是长期从事对外汉语教学的孔子学院院长或一线教师，选材十分贴合留学生的学习需求，力求“讲好中国故事，弘扬中华文化”。

'Chinese Style' Culture Series is a set of Chinese language textbooks catering to the learning needs of overseas students, but it is still available for both Chinese and foreign readers who are interested in Chinese culture. This set of books consists of six volumes, respectively created by dean of Confucius Institute or front-line teachers who have teaching Chinese as a foreign language for years. They will on the one hand "tell fascinating Chinese stories", and on the other "carry forward Chinese culture".



1. 妙语生花：中国语言文化 Beautiful Words Make Magic: the Chinese Language and Culture

作者：李贵苍 郭建玲 毛力群

Author: Li Guicang, Guo Jianling, Mao Liqun

ISBN: 9787302500940

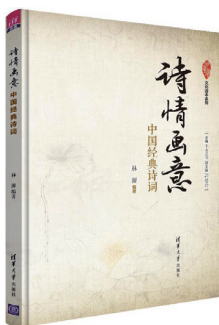
Publication Date: 2018-06-01

Page Count: 168

About the Book:

本教材是基于多年教学实践编写的一本留学生汉语教材，关注留学生的学习兴趣与需求，以通俗易懂的语言，让他们感受和领悟汉语各种语言现象背后的文化内涵。本教材共十五篇课文，话题涵盖中国人名、地名、菜名、数字、颜色词、谐音、俗语、成语、网络语言等，既可作为精读教材，也可作为泛读教材。

This textbook, which is compiled on basis of years' teaching practices, is customized for overseas students that are learning Chinese language. By catering to the interests and demands of these students, this book employs plain and vivid language to help them comprehend the cultural connotations implied in the language. There are altogether 15 lessons that expound a wide range of topics: Chinese people's names, geographical names, dish names, numbers, color terms, homophonic words, proverbs, idioms, cyber language, etc. It is both an intensive or extensive reading material.



2. 诗情画意：中国经典诗词

A Poetic and Artistic China: Classic Chinese Poems

作者：李贵苍 郭建玲

Author: Li Guicang, Guo Jianling

ISBN: 9787302506591

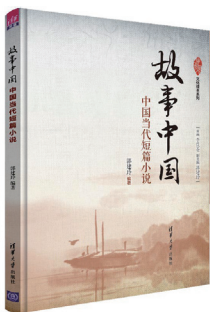
Publication Date: 2018-10-01

Page Count: 223

About the Book:

本书收录了中国家喻户晓的经典古诗，旨在帮助留学生了解中华传统文化中很具特色的文化意象。全书共15章，按主题划分，内容涵盖花卉、季节、山水、哲理、感怀、亲情、友情、爱情等；所选诗歌体裁丰富，包括汉乐府、南北朝民歌、唐诗、宋词、元曲，等等；每章包括主课文两首到三首诗歌及扩展阅读两篇到五篇。

This book is a collection of classic Chinese poems for guiding foreign students to comprehend the distinctive cultural implications in traditional Chinese culture. This book consists of 15 chapters divided by topic. The content covers flowers, seasons, landscapes, philosophic thoughts, emotions, family affection, friendship, love, etc. The selected poems are in diverse genres, including Yuefu Songs of Han Dynasty, folk songs of the Northern and Southern Dynasties, Tang Poetry, Song Poems, Yuan Verse, etc. Each chapter consists of 2~3 poems as text and 2~5 extended readings.



3. 故事中国：中国当代短篇小说

China in Stories: Contemporary Chinese Short Stories

作者：李贵苍 郭建玲

Author: Li Guicang, Guo Jianling

ISBN: 9787302506591

Publication Date: 2018-10-01

Page Count: 167

About the Book:

本书是一本适合高年级留学生使用的对外汉语教材，将对外汉语教学与中国当代文学教学有机结合。书中收集了 20 世纪 80 年代以来中国当代小说界知名作家发表的九篇作品，提供了内容新、语言好的学习材料，也表现了中国当代社会的发展与变革。

This textbook, which combines the teaching of Chinese as a foreign language with the teaching of contemporary Chinese literature, is customized for senior students. This book collects nine works of well-known novelists in contemporary China since the 1980s. The learning materials in the book feature up-to-date content and appropriate descriptions, and record the development and transition of contemporary Chinese society.



4. 谦谦君子：中国哲学 Well-behaved Gentlemen: Chinese Philosophy

作者：李贵苍 郭建玲 刘岩

Author: Li Guicang, Guo Jianling, Liu Yan

ISBN: 9787302506584

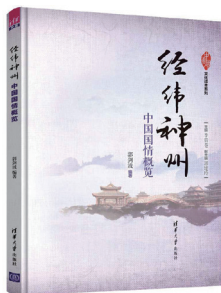
Publication Date: 2018-10-01

Page Count: 148

About the Book:

本书主要介绍对中国文化及中国人思想行为产生深远影响的中国传统哲学理念，包括儒家思想、道家思想、墨家思想和法家思想。希望热爱汉语和中国文化的外国朋友，通过学习本书能更好地了解中国、了解中国人。本书也可以作为中国传统哲学的入门读物。

This book mainly introduces the traditional Chinese philosophical ideas that have a profound impact on Chinese culture and on Chinese people's thinking and behavioral patterns, including Confucianism, Taoism, Mohism and Legalism. After reading this book, the foreigners that love Chinese language and culture will gain an objective and all-round knowledge of China and its people. It is an introduction to traditional Chinese philosophy.



5. 经纬神州：中国国情概览 The Divine Land in Perspective: An Overview of China

作者：李贵苍 郭建玲 郭剑波

Author: Li Guicang, Guo Jianling, Guo Jianbo

ISBN: 9787302516743

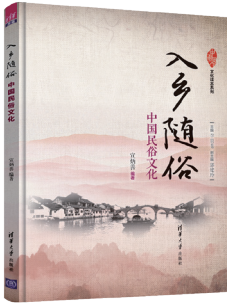
Publication Date: 2019-02-01

Page Count: 147

About the Book:

本书以简明的语言对中国的国情进行了介绍，让留学生更加了解中国，为学好汉语、当好“中国通”打下基础。书中有大量的阅读材料，重在提高学生的汉语阅读理解能力，同时通过课后练习的设置，锻炼和提高学生的汉语语言应用能力。本教材是留学生学习汉语的不二之选。

This book is an introduction to China's national conditions in plain language. It draws a general picture of China for foreign students so that they can lay a solid foundation for learning Chinese language and even becoming a "China expert" one day. The rich reading materials in the book will help them comprehend the sophisticated Chinese language, and the attached exercises will practice their ability to use the language flexibly on different occasions. This textbook is no doubt the best choice for overseas students to learn Chinese language.



6.入乡随俗：中国民俗文化 Do As the Chinese Do: an introduction of Chinese folk culture

作者：宣炳善

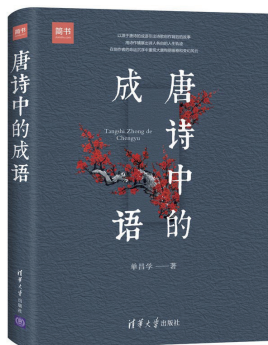
Author: Xuan Bingshan

待出版 To be published soon

About the Book:

本教材紧扣关注度较高且具有代表性的中国民俗文化现象，通过对中国传统民俗活动的生动描述，介绍中国人的主要传统民俗文化，展示中国人的生活方式与思维方式，为外国学生入乡随俗、了解中国传统民风民俗提供文化引导。

This textbook closely focuses on the high-profile and representative phenomena of Chinese folk culture. It introduces the main traditional folk culture of China and showcases the way of life and mode of thinking of the Chinese people through the vivid description of traditional Chinese folk activities. This book provides cultural guidance for foreign students to comprehend the local customs and gain better understanding of the Chinese culture.



唐诗中的成语 Idioms in Tang Poetry

作者:单昌学

Author: Shan Changxue

ISBN: 9787302516750

Publication Date: 2019-03-01

Page Count: 340

About the Book:

以源于唐诗的成语引出诗歌创作背后的故事，用诗作铺展出诗人各自的人生轨迹，在创作者的命运沉浮中重现大唐绚丽画卷和变幻风云。全书共选取72位诗人创造的143个成语，涉及500余首唐诗（主要参引自中华书局1999年版《全唐诗》）。其中，既有历史事件的挖掘，又有传奇故事的点缀；既有对名诗佳句的赏析，又有对唐朝文人圈的透视。寓文学常识和历史文化于亲切通俗的叙述之中，好懂易记且妙趣横生，适合各阶层唐诗爱好者阅读品鉴。

This book tells the stories behind Tang Poems with the idioms derived therefrom, depicts the course of life of each poet, while the ups and downs of their fate are a mirror that reflect the glory and decline of the Tang Dynasty. This book selects a total of 143 idioms created by 72 poets, covering more than 500 Tang poems (mainly in reference to the Complete Tang Poems published by China Publishing House in 1999). In this book there are excavation of historical events and embellishment of legends, appreciation and analysis of famous poems and well-turned phrases, and insight into the literary circle in the Tang Dynasty. Expressing literary knowledge, history and culture in a kind and simple language, this book is easy to understand and remember and full of wit and humor, it is suitable for the Tang poetry lovers from all walks of life to read and appreciate.

About Author:

单昌学，20世纪60年代生人，徐州市作家协会会员。

Shan Changxue is a member of Xuzhou Writers' Association.



守望与思索: 人文清华讲坛实录 II Watch-Keeping and Thinking Tsinghua Humanities Lecture Collections II

作者: 张小琴、江舒远

Author: Zhang Xiaoqin, Jiang Shuyuan

ISBN: 9787302503316

Publication Date: 2018-10-01

Page Count: 308

About the Book:

本书内容为人文清华讲坛六位嘉宾的深度访谈及演讲实录, 这六位嘉宾均为清华人文学科的代表人物, 分别是经济学家李稻葵教授、心理学家彭凯平教授、国际关系专家阎学通教授、法学家崔建远教授、经济学家胡鞍钢教授、教育家谢维和教授。本书也是人文清华讲坛内容的一种呈现方式, 每篇文章均经过学者本人和编者的整理、审校、注释, 内容全面、严谨。本书汇聚清华人文学者守望传统、思索世界之声, 勾勒当代学术大家上下求索、砥砺奋进之路。

This book collects in-depth dialogues and lectures of six guest scholars for the Humanity Tsinghua Lectures. These six guests are the representatives of the Tsinghua humanities. They are: Pr. Daokui Li (economist), Pr. Kaiping Peng (psychologist), Pr. Xuetong Yan (international relations expert), Pr. Jianyuan Cui (jurist), Pr. Angang Hu (economist) and Pr. Weihe Xie (pedagogue). This book is unique in that it not only represents the content of the Humanity Tsinghua Lectures, but also boasts of high quality as all articles have been arranged, edited, annotated by the scholars themselves.

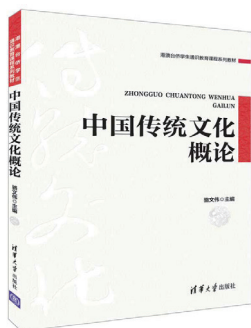
About Author:

张小琴, 文学博士, 清华大学新闻与传播学院副教授, 中国新闻教育史研究会副会长。

江舒远, 文学硕士, 毕业于中国人民大学, 资深媒体人。

Zhang Xiaoqin, Ph.D., Associate Professor of the School of Journalism and Communication, Tsinghua University, and Vice President of the China Journalism and History Research Association. He has been engaged in the research and teaching on media and communication for a long time.

Jiang Shuyuan, Master of Arts, graduated from Renmin University of China, is a seasoned media professional.



中国传统文化概论 Introduction to Traditional Chinese Culture

作者: 骆文伟

Author: Luo Wenwei

ISBN: 9787302504429

Publication Date: 2019-01-01

Page Count: 236

About the Book:

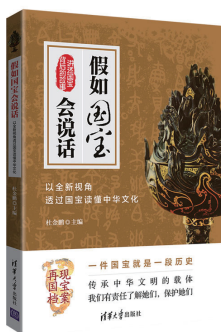
《中国传统文化概论》重点阐述了中国传统文化的内涵和构成、流变和分期、基本类型、地理环境和特征、基本精神,阐释了中国传统思想文化和文化认同,系统全面地介绍了中国传统思想文化、艺术文化、民俗文化、建筑文化、宗教文化、科技文化,以及中国传统文化的对外交流等基本情况,在此基础上提出全球化背景下中国传统文化的传承与发展。本书既可作为高等院校通识教育的选用教材,亦可作为广大读者研习中国传统文化的基础读本。

This book focuses on the connotation, composition, evolution, history, basic types, geographical environment, characteristics and inherent spirits of Chinese traditional culture. It explains the traditional Chinese thought and cultural identity and systematically introduces the Chinese art, folk culture, architecture, religion and science & technology, and cultural exchange between China and other countries. Against this background, the author puts forward the inheritance and development of Chinese traditional culture in the globalized world. This book can be used as a teaching material for general education in colleges and universities, and also as basic readers for those who are interested in traditional Chinese culture.

About Author:

骆文伟, 华侨大学通识教育学院、马克思主义学院副教授、硕士生导师, 兼任通识教育研究中心和教研部主任。

Luo Wenwei is an associate professor and master's tutor of the School of General Education and Director of the General Education Research Center and The Department of Education and Research of Hua Chiao University.



假如国宝会说话 If Artifacts Can Speak

作者: 杜金鹏

Author: Jinpeng Du

ISBN: 9787302502760

Publication Date: 2018-07-01

Page Count: 284

About the Book:

为了使广大读者对我国的瑰宝有一个比较清晰的了解,《假如国宝会说话》从各个领域选取六十余件有代表性的国宝进行系统的介绍,在写作时力求突出知识性和趣味性。选入本书的每件国宝都配有精美的图片,以便给读者留下最直观的印象。我们希望通过这本书来激发广大读者,特别是青少年朋友对中国瑰宝的关注和热爱,从国宝中了解中华民族的历史、文化。

In order to let readers have a clearer understanding of the treasures in China, this book selects more than 60 representative artifacts and gives a systemic account of them, endeavoring to convey the hard facts in the most entertaining manner. All artifacts were represented also with exquisite pictures, in order to leave a direct impression on the readers. We hope to inspire the public's attention and interests on artifacts by detailing the history and culture behind them.

About Author:

杜金鹏,中国社会科学院考古研究所研究员、中国社会科学院研究生院教授。国家科技部、国家文物局文物保护专家。先后参加和主持偃师二里头夏都遗址、偃师商城遗址、安阳殷墟遗址考古发掘。享受国务院特殊津贴。

Du Jinpeng is researcher of the Institute of Archaeology, Chinese Academy of Social Sciences (CASS), professor of the Graduate School of CASS, and expert in preservation of cultural relics of Ministry of Science and Technology and National Cultural Heritage Administration. Du has been presiding over or taking part in the archaeological excavations of the Erlitou Site (the Capital of Xia Dynasty) in Yanshi, the Shang town ruins in Yanshi, and the Yinxu Site of Anyang. He is entitled to the State Council Special Allowance.



昭隆传统之大美： 中国文化如何成为全球治理的建构者 Illuminate the Beauty of Tradition: How can Chinese Culture Become the Builder of Global Governance

作者：邵则宪

Author: Shao Zexian

ISBN: 9787302502692

Publication Date: 2019-01-01

Page Count: 412

About the Book:

本书撰写之时，尚未出现中美贸易战。如今，美国用极具画面感的焦体嘴脸，突显出本书探究的中国文化的根本困境。这些困境还会千变万化，但其规律和答案，都在本书之中。未来的世界，更需要温暖的中国文化。本书是引人入胜的心路历程，文笔凝练、思想深邃、体系精微。它为读者全景展示中国文化在今日世界的真实大用。西方主导的全球化究竟有何弊端、为什么温暖的中国文化应该参与全球治理？中国文化的复兴又遇到什么困境、如何有效一部妙彩纷呈的东方大美雅境，以前所未有的全新视角，带你领悟中国文化平视西方、走世复兴的精妙之门。文化自信，是我们最深层的依归。开启吾心之，复原我们心灵深处破碎的文化图景。

At the time when this book was being prepared, the trade war between the US and China was yet started. But now the US appears as ferocious as a monster, which highlights the fundamental dilemma of Chinese culture that this book explores. Though these dilemmas are ever-changing, their rules and answers are covered in this book. In the future, the world will need more and more warm Chinese culture. In this book, the author describes a fascinating journey of his heart by employing concise language, deep thinking and elaborate organization. It gives readers a panoramic view of the significant role of Chinese culture in today's world. What are the drawbacks in the western-led globalization? Why should the warm Chinese culture participate in global governance? How many difficulties are there in front of the revival of Chinese culture? This book unfolds a wonderful and colorful picture of the Oriental beauty and elegance; it will lead readers to comprehend the Chinese culture from a wholly new perspective, view the west as equal and step on the journey of revitalization. Cultural confidence is our fundamental dependence. We shall open our mind to recover the broken cultural landscape deep in our heart.

About Author:

邵则宪，澳大利亚西澳大学终身教授、英国伦敦大学法学博士。

Shao Zexian is tenured professor of the University of Western Australia, holding a Doctoral Degree in Law granted by University of London.



唐宋中国与日韩工艺美术交流研究 The Research on Arts & Crafts Exchange Between China, Japan and Korea in Tang and Song Dynasty

作者: 朱彦

Author: Yan Zhu

ISBN: 9787302488163

Publication Date: 2018-09-01

Page Count: 576

About the Book:

唐宋时期是东亚三国工艺美术交流史上的鼎盛时期，以中国为中心的工艺美术造作典范通常是日本、韩国效仿的对象，并对它们后世的制度、信仰和生活方式产生了重要影响。《唐宋中国与日韩工艺美术交流研究》采用工艺美术研究中按照门类划分的基本方法，以科学严谨的态度处理中日韩古代文献和实物，力图复原唐宋时代中国与日本、韩国在织绣印染、陶瓷、漆器及其他门类的交流情况，其中交流物品的品目、时间是讨论的基础，交流中的艺术风格演变及成因是解说的重点。

The Tang and Song dynasties embody the peak of the cultural exchange on arts and crafts between China, Japan and Korea. The arts and crafts from China were emulated by Japan and Korea and have cast great influences on the social system, beliefs and living styles of later generations. This book makes use of basic classification methods of arts and crafts and approaches the historical records and artifacts with the most scientific and rigorous attitude, endeavoring to recover the history of exchange between the three nations on printing and dyeing, ceramics, lacquerware and other categories. It discusses the features and history of these categories as a basis for discussion and interprets the artistic styles and the origins as the point of focus.

About Author:

朱彦，青年学者。本科、硕士就读于四川大学中文系，2011年获中国古代文学硕士学位；2015年毕业于清华大学美术学院艺术史论系，获艺术学博士学位。曾任中国美术馆馆刊特邀编辑、清华大学艺术博物馆研究员，现任教于广州。主要从事中国工艺美术史、设计史和物质文化史研究。曾作为主要承担者参与多项国家和省部级课题，在《装饰》《新美术》《东亚人文》等国内外核心期刊上发表论文多篇。



离骚 Encountering Sorrow

作者: (战国) 屈原 著 杨永青 绘 黄晓丹 注

Author: (Warring states) Qu Yuan, Yang Yongqing (illustrator),
Huang Xiaodan (annotator)

ISBN: 9787302520320

Publication Date: 2019-05-01

Page Count: 196

About the Book:

《离骚》是战国诗人屈原创作的文学作品，中国人每年吃掉的粽子，比《离骚》在历史上印行的总和还要多。本书采用注绘结合的方式，浪漫的将离骚展现在大家们面前。作品一旦被经典化，就好像锁上了沉重的镣铐，文学的精灵不能再自由地撩拨读者的灵魂。本书图文结合，让人们在浪漫的诗意中静默前行。这个译本呈现的是一个充满矛盾的世界，其中多有不可解之处。失去了比兴寄托的帮助，上天入地的行程和对神女巫媵的眷恋就会显得荒诞不经。但对于一部完成于文明创始时期的作品而言，正是这些虚荒诞幻之处保留了未被后世文明驯化的力量。

Encountering Sorrow is a literary work created by Qu Yuan, a poet of the warring states period. Every year, the Zongzi – a traditional Chinese rice-pudding in memory of Qu Yuan – eaten by Chinese is more than the total publications of Encountering Sorrow. This book, by combining annotations and illustrations, exhibits the Encountering Sorrow in a romantic manner in front of readers. Once a work becomes a classic, it seems to be fettered and no longer able to freely release any literature elf to tease readers' soul. But in this book, the vivid pictures and texts will lead readers to roam peacefully in romantic poems. This version of book presents a world full of contradictions, many of which are unintelligible. Without the techniques of metaphor and analogy, the journey from heaven to earth and the sentimental attachment to goddesses and witches seem ridiculous, but for a work written at the beginning of civilization, it is these illusions that have retained the power untamed by later civilizations.

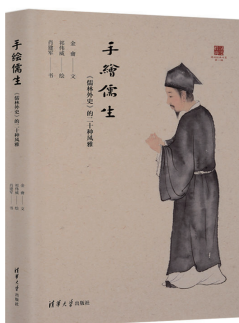
About Author:

杨永青（1928—2011），版画家、国画家、图书插图家。作品被中国美术馆等多家展览馆收藏。

Yang Yongqing is illustrator, print work artist and Chinese painting artist, with works collected by National Art Museum of China and other art galleries.

黄晓丹，江南大学副教授，硕士生导师，南开大学古代文学博士，师从叶嘉莹先生，研究方向是唐宋及清代诗词。

Huang Xiaodan is associate professor and master's supervisor of Jiangnan University. She is Doctor of Ancient Literature graduated from Nankai University. Being one of the students of Prof. Ye Jiaying—a renowned expert in classical literature, Huang has been dedicated to studying the poems of Tang, Song and Qing dynasties.



手绘儒生：《儒林外史》的二十种风雅 Sketches of Confucian Scholars: 20 elegant styles from Unofficial History of Officialdom

作者：金龠 文，祁伟威 绘，肖建军 书

Author: Jin Yue (text), Qi Weiwei (illustrator), Xiao Jianjun (calligraphy)

ISBN: 9787302518457

Publication Date: 2019-03-01

Page Count: 196

About the Book:

本书以明清时期文学经典《儒林外史》为蓝本，选取其中二十个片段，重新进行文学再创作，汇集成二十篇故事新编，细致生动地刻画了古代儒生的二十种风雅。二十篇故事既各自成篇，又藕断丝连，情节更加丰满，构思更加精巧，语言采用现代白话文风格，流畅活泼，兼具趣味性和可读性。本书还配有二十幅原创国画插图和二十札小楷书法。国画浓淡干湿，点染挥洒，既与文字故事相得益彰，又具备独立的美学欣赏价值。书法以竖排繁体写成，套印红色句读标识，风格古典雅致。

The authors select 20 pieces of fragments from *The Scholars* – the Chinese literary classic in the period of Ming and Qing dynasties, and then reinvent them into 20 pieces of new articles which vividly depict 20 styles of ancient Confucian scholars. Each story is independent, but somewhat related; the plot is more enriched and the conception is more sophisticated; and the text is written in a modern vernacular language which is smooth, lively, interesting and readable. In the book there are 20 illustrations which are actually original Chinese paintings and 20 calligraphy works (regular scripts in small characters). The paintings, either in thick or light color, bring out the best in the text and show their own aesthetic value. The calligraphy works are written in traditional Chinese characters in vertical columns, exhibiting the classic and elegant style of this book.

About Author:

金龠，南京大学文学硕士，清华大学中文系留学生课程兼职教师。

Jin Yue, Master of Arts from Nanjing University, is a part-time teacher for international students of the Department of Chinese Language and Literature, Tsinghua University.

祁伟威，中国人民大学艺术学硕士，主攻国画，现专职从事专业绘画创作。

Qi Weiwei is Master of Fine Arts from Renmin University of China and majored in traditional Chinese painting. He is now a professional dedicated to painting creation.

肖建军，中国人民大学美学博士，中国社会科学院世界宗教研究所博士后。主要从事书法理论与创作。

Xiao Jianjun is PhD in Aesthetics from Renmin University of China, and holding a post-doctoral position at the Institute of World Religions, Chinese Academy Of Social Sciences. He is mainly engaged in calligraphy theory and creation.



山海经全集精绘 The Complete Classic of Mountains and Seas in Fine Art

作者：王红旗编译 孙晓琴绘

Author: Wang Hongqi(Text), Sun Xiaoqin(Illustration)

ISBN: 9787302460404

Publication Date: 2019-06-01

Page Count: 600

About the Book:

本书用近700幅彩色插图复原再现了《山海经》时代华夏大地的自然景观和人文景观，其中包括追溯远古文明的《帝禹山河图》及20幅山海经艺术地理方位复原图、多幅远古部落景观图等。作者对《山海经》全文进行了精辟的解读，是历史上第一次对《五藏山经》26条山脉447座山的地理方位进行全面文献考证。《山海经全集精绘》每部分内容由原文、译文、讲解及图画构成，更易了解及学习《山海经》。

This book uses 700 color illustrations to reproduce the natural landscape and cultural heritages of the Chinese civilization in the era that *Classic of Mountains and Seas* describe. It includes the painting—*Map of Mountains and Rivers during the Reign of Emperor Yu*, which traces the ancient civilization, 20 art maps that recaptures the geology of the *Classic of Mountains and Seas* and many illustrations that give expression to the ancient tribal life. The author has made an incisive interpretation of the full text of *Classic of Mountains and Seas* and is the first in history to have done extensive literature research on the geographical locations of the 447 mountains belonging to the 26 mountain ranges stated in the classic. Each part of the book consists of the original text, translation, explanation and illustration, making it easier for the readers to understand and learn about the *Classic of Mountains and Seas*.

About Author:

王红旗，中国资深职业学者、博学专家，全面考证山海经地理方位，撰写完成书稿60余部，已在海内外出版著作40余部。

Wang Hongqi is an experienced scholar well-versed in Chinese history and geology. He has devoted himself to the study of geographical location of the *Classic of Mountains and Seas* for decades, has written more than 60 manuscripts and published more than 40 books at home and abroad.

孙晓琴，职业画家，曾专修工笔国画、装潢美术，绘画题材和技法独辟蹊径自成一派。代表作有再现4200年前华夏景观42平方米的历史性巨画《帝禹山河图》。

Sun Xiaoqin is a professional painter specialized in traditional Chinese realistic painting, decorative art and has developed a unique style. Her 42-square-meter historical painting *Map of Mountains and Rivers during the Reign of Emperor Yu* that relives the landscape of Huaxia 4200 years ago has attracted wide attention.



山海经 Classic of Mountains and Seas

作者：陈丝雨 绘 孙见坤 注

Author: (illustration) Chen Siyu, (Text) Sun Jiankun

ISBN: 9787302404330

Publication Date: 2015-11-01

Page Count: 355

About the Book:

本书为超级畅销书，一经上市便获得了极好的反响，首次出版至今发行量已超过30万册。本书用一幅幅精美震撼的插画来描绘远古时代的精灵鬼怪，以符合现代人视觉习惯的方式，极美地诠释了中国传统文化；同时对山海经进行通俗易懂的注解，对传统文化做了最好的解说。这本《山海经》不仅适合于对传统文化感兴趣的人，更是从事想象和创意相关工作的艺术家。

This book is a best-seller in the Chinese market, boasting sales of more than 300,000 copies. What set this version of Shan-Hai-Ching apart are the breath-taking illustrations of the mythical beings and geographical landscapes imaged by the ancient Chinese and the studied interpretations by the famous prodigy scholar on Chinese classics, Jiankun Sun. This book not only is suitable for readers who are interested in traditional Chinese culture, but also can provide insights for arts professionals.

About Author:

陈丝雨：清华大学美术学院本科、硕士学位，后赴美国留学，获纽约视觉艺术学院插画专业硕士学位。毕业后定居德国，目前是自由插画家，绘本作家，作品曾入选美国插画年鉴。

Chen Siyu is a freelance illustrator graduated from School of visual arts in New York, currently lives in germany and works internationally. She has won the the American Illustration competition in 2010 and her work was selected to appear in their annual book.

孙见坤：上海社会科学院历史研究所在读研究生，著有《山海经新释之山经略解》。

Sun Jiankun is a researcher on Chinese classics from Institute of History, Shanghai Academy of Social Sciences and has been widely acclaimed for his work on interpretation of Shan-Hai-Ching.



历史的六个面孔：探求历代经济变革家的局 Six Great Personages of History

作者：余耀华

Author: Yu Yaohua

ISBN: 9787302504177

Publication Date: 2018-10-01

Page Count: 328

About the Book:

本书介绍了春秋时的管仲、战国时的商鞅、西汉时的桑弘羊、唐代的刘晏、宋代的王安石、明代的张居正这六个历史人物，他们都是中国古代杰出的政治家、理财家，同时也是宰相或副宰相一级的权势人物，领导或主导国家的财政经济工作。他们之所以能成为杰出的人物，就在于能够顺应社会经济发展的规律，对历史的发展起到了一定的推进作用。本书旨在研究这方面的遗产，还原这六个人物的本来面目，探求历史经济规律，以达到古为今用的目的。

This book introduces 6 historical figures: Guan Zhong from the Spring & Autumn Period, Shang Yang from the Warring Period, San Hongyang from the West Han Dynasty, Yan Liu from the Tang Dynasty, Wang Anshi from the Song Dynasty, Zhang Juzheng from the Ming Dynasty. They are all remarkable politicians and financiers in ancient China, powerful figures retaining the position of either prime ministers or executive prime ministers and dominating the finance of the whole nation. They have stood out in history because they have followed the rules of social economic development and pushed forward the history. This book aims to research into their legacy, recover the real colors of these six figures, explore the historical economic rules, so that we can gain lessons from the past.

About Author:

余耀华，史学专家、高级经济师、湖北省作协会员、市作协副主席。学术专著《中国价格史》（2013年再版）2004年获中国价格理论研究最高奖。

Yu Yaohua, historian, senior economist, member of the Hubei Provincial Writers' Association, and vice chairman of the Municipal Writers' Association. He has published the academic monograph "China Price History" (reprinted in 2013), which won the highest award in China's price theory research in 2004--"Xue Muqiao Price Research Award".



中国人情（新编版） The Chinese Connection

作者：万钧

Author: Wan Jun

ISBN: 9787302524991

Publication Date: 2019-06-01

Page Count: 253

About the Book:

本书以系统的视角、辩证的态度来观察、思考中国人的生活与习惯，辨析人情心智在社会生存中的现实表现及其原因，力求点明因人情而致人际关系中的优势、劣势，探求超越一般人情世故之上的幸福之路。“性情”“交情”“世情”三大板块广博撷取生动而富于启发性的例证，以人事、人物、人言解读人心，并力求以平白轻松的言语表达出来。

本书不是关于人情世故的技巧罗列或研究批判，而是基于中国文化与社会之上对人之常情、人性需求的反思，思考人的复杂与简单，人的善恶美丑。无处不在的大事小情，与众不同的观察思考，让人读出情调，读出苦笑，读出味道。

From a systematical and dialectical perspective, this book observes and thinks about the life and habits of Chinese people; differentiates the realistic expressions of human sentiment and mentality, and analyzes their causes, in an attempt to show the advantages and disadvantages in interpersonal relationships caused by human connection, and explore a road to happiness beyond the ordinary human connection and worldly wisdom. A wide range of examples of “disposition”, “friendship” and “worldly affairs”, which are illuminating and straightforward, is taken to interpret human mind from what he does and says, and from how he deals with other people. This book is not a list of worldly skills or a study of criticism, but a reflection of human nature and needs on the basis of Chinese culture and social reality; and a contemplation on the sophistication and simplicity, virtues and vices, beauty and ugliness of human beings. There are descriptions of important and trivial matters everywhere, as well as observation and thinking from a unique perspective, this book will enable readers to taste mixed emotions of their own and other people's lives

About Author:

万钧，近年高校培训课程受欢迎的主讲老师之一。多年多行业、多岗位管理工作经验。

Wan Jun is one of the most popular lecturers of higher education training in recent years. He is skilled in management thanks to years of relevant working experiences in different positions and industries.



四个中国人Ⅲ Four Chinese (Volume III)

作者：萧璇、杨宇菲、杨静、雷建军

Author: Xiao Xuan, Yang Yufei, Yang Jing, Lei Jianjun

ISBN: 9787302513919

Publication Date: 2019-03-01

Page Count: 332

About the Book:

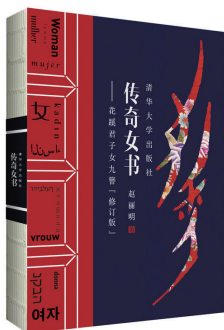
本书将笔触触及与现代音乐人苏阳有过交集的四位中国传统音乐（花儿、陕北说书、秦腔、皮影）民间音乐艺人，关注他们在社会变革背景下的手艺、音乐技能和人物命运；除此之外，我们追随四位黄河边的艺人，为的是寻迹传统音乐之河留经21世纪的艺术生态，溯源其源头活水和新的支脉。

This book introduces four Chinese folk music artists that have dealt with modern musician Su Yang; they are respectively specialized in singing Hua'er (a kind of folk song popular in northwest China), story-telling (popular in Northern Shaanxi), singing Qin opera and playing shadow puppetry. The author especially cares about their talent, music skills and fate in the context of social transition. By following the footsteps of these four artists that live by the side of the Yellow River, this book attempts to find the evidence that the contemporary art intersects with the traditional art, just like the confluence of rivers, and trace the sources of Chinese music art and its vibrant branches.

About Author:

肖璇，博士，毕业于清华大学社会学系，主修文化人类学。现为中国音乐学院教师。主要致力于人类学与音乐学的跨学科研究。

Dr. Xiao Xuan is a teacher in Chinese Conservatory of Music, dedicated to the interdisciplinary study of anthropology and musicology. Xiao graduated from the Department of Sociology, Tsinghua University, majored in cultural anthropology.



传奇女书——花溪君子女九簪（修订版） The Legendary Female Script (Revised Edition)

作者：赵丽明

Author: Zhao Liming

ISBN: 9787302482635

Publication Date: 2018-10-01

Page Count: 280

About the Book:

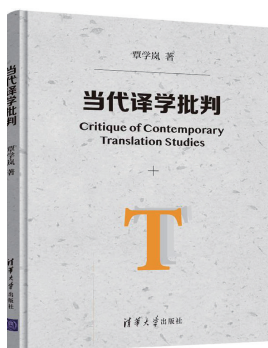
在中国文化逐渐走向复兴的过程中，女书作为一种非常独特的女性文化，逐渐也绽放出夺目的光彩。《传奇女书》将中国岭南地区这支“深山里的野玫瑰”在纸上完美呈现，令即将沉寂的女书又重新登上万众瞩目的舞台。全书共分为九个章节，分别讲述了女书的起源与发源地，女书的作用与价值及欣赏等。本书在实用性和美观性的角度，用女书的外表柔美的书法抒发女性与生俱来的灵性和创造力。随着更多现代女性亲近女书并通过书写女书不断体会女书所传达的精神价值，相信定会给中国现代女性带来民族的自信、性别的自信 and 文化的自信。《传奇女书》由清华教授赵丽明研究女书三十年写就。并得到季羡林、周有光的激情赞誉。

While the Chinese culture is on the way to achieve revival, the female script, which is a fairly unique female culture, has blossomed out a dazzling brilliance gradually. This book perfectly presents the female script in Lingnan region of China on paper (it has been as unknown as “wild rose growing on mountains”), makes the silent female script attract the limelight once again. The book consists of 9 chapters which tell about the origin and birthplace of female script, and the role, value and appreciation of female script. From the perspectives of practicality and aesthetics, this book expresses women’s inherent intelligence and creativity with the gentle calligraphy of female script. As more and more Chinese modern women get to know the female script and write the script personally, it is sure that they will strongly feel national confidence, gender confidence and cultural confidence. The Legendary Female Script is written by Prof. Zhao Liming based on her 30-plus years’ studying. It is spoken highly by the Chinese literature masters Ji Xianlin and Zhou Youguang.

About Author:

赵丽明博士，清华大学教授。师从张舜徽、陆宗达，研究《说文解字》。

Dr. Zhao Liming is professor of Tsinghua University. She is one of the students of Zhang Shunhui and Lu Zongda – both masters of Chinese Culture, and mainly dedicated to studying Analytical Dictionary of Characters.



当代译学批判 Critique of Contemporary Translation Studies

作者: 覃学岚

Author: Qin Xuelan

ISBN: 9787302514602

Publication Date: 2019-01-01

Page Count: 364

About the Book:

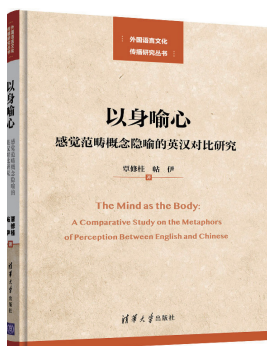
本书对翻译研究派、多元系统派、描写派、功能派、解构派、文化派等纷繁复杂的西方翻译理论进行了爬梳剔抉；指出了西方当代译论在回答译学基本问题上所存在的疏漏；明确了翻译过程中关涉的几个重要关系；提出构建包括元译学、宏观译学与微观译学两个层次、三个纬度的译学新系统。本书针对对传统译论的质疑和颠覆进行再质疑和再颠覆，通过对这些理论的质疑对等、否定忠实的立论根据进行深刻的分析，指出了这些理论各自逻辑上的种种漏洞，是对批判译学的批判，对颠覆译学的颠覆；并在全面反省当代解构译学与文化译学并吸取其合理性的基础上，向传统译学回归，试图描画出更为坚实的新译学的蓝图。

This book teases out the complicated western translation theories, such as the school of translation studies, the school of multiple systems, the school of description, the school of function, the school of deconstruction and the school of culture. It points out the omissions of the contemporary western translation theories in answering the basic questions of translation studies; defines several important relationships involved in translation; proposes to construct a new system of translation studies, i.e., meta-translation study, macro-translation study and micro-translation study (two levels and three dimensions). This book challenges and subverts the traditional translation theories, profoundly analyzes the argumentation basis of these theories, and points out their logic loopholes. It is a criticism of critical translation studies and a subversion of subversive translation studies. On the basis of comprehensively reflecting on the contemporary deconstruction and cultural translation studies and absorbing their rationality, the book returns to the traditional translation studies, in an attempt to lay a solid foundation for the new translatology.

About Author:

覃学岚，清华大学文学博士。现任清华大学外国语言文学系副教授，中国翻译协会专家会员。

Qin Xuelan, with a Doctoral Degree in Arts granted by Tsinghua University, is associate professor of Tsinghua's Department of Foreign Languages and Literatures, and expert member of Translators Association of China.



以身喻心：感觉范畴概念隐喻的英汉对比研究 The Mind as the Body: A Comparative Study on the Metaphors of Perception Between English and Chinese

作者：覃修桂、帖伊

Author: Qin Xiugui, Tie Yi

ISBN: 9787302514480

Publication Date: 2018-10-01

Page Count: 336

About the Book:

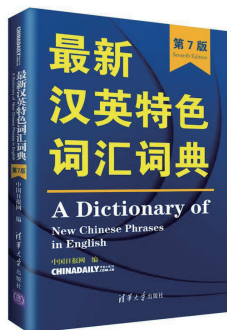
本书从体验和认知的视角，聚焦于“以身喻心”这一宏观隐喻，具体考察英汉两种语言中视觉、听觉、嗅觉、味觉、触觉、温度觉等概念域的隐喻投射，分析和归纳各个具体感觉域概念在两种语言中的投射范围及其相互之间的异同，揭示英汉两个民族在思维层面上的共性和个性，并探讨其背后的认知理据，用丰富的语言事实重新验证“以身喻心”这一隐喻所具有的跨语言性质。

Guided by the embodied philosophy and cognitive linguistics, this book focuses on the macro-metaphor of “THE MIND IS THE BODY” from the perspective of English-Chinese comparison. It examines the metaphorical projections of perceptual concepts as well as their semantic extensions, and reveals the conceptual metaphorical system of perception between English and Chinese.

About Author:

覃修桂，博士，教授，博士生导师，广西民族大学外国语学院院长，广西翻译协会会长。

Qin Xiugui, Doctor of Beijing Normal University, Professor and PhD supervisor of Guangxi University for Nationalities, and President of Guangxi Translation Association. His major research fields are cognitive linguistics and foreign language teaching.



最新汉英特色词汇词典（第7版） A Dictionary of New Chinese Phrases in English

作者：中国日报网

Author: China Daily

ISBN: 9787302517313

Publication Date: 2019-07-01

Page Count: 440

About the Book:

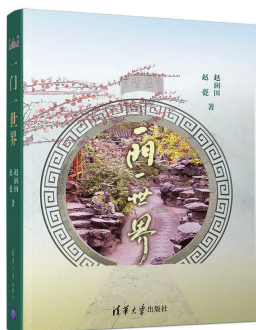
《最新汉英特色词汇词典》（第7版）在以往版本的基础上，删减了数百个内容陈旧、过时的词条，同时新增了近几年引发热议、广为传播的新词和热词，比如：人类命运共同体（a community of shared future for mankind）、“四个全面”战略布局（the four-pronged comprehensive strategy）、厕所革命（toilet revolution）、鄙视链（chain of contempt）、高质量发展（high-quality development）、分享经济（sharing economy）、网络借贷（P2P lending）、粤港澳大湾区（Guangdong-Hong Kong-Macao Greater Bay Area），等等。同时，《最新汉英特色词汇词典》（第7版）还对附录进行了微调，删除了一些过时的类别，增加了社交媒体常用语、常用军事词汇、报纸行业相关词汇以及冬季奥运会词汇等内容，便于读者更新和查找相关词汇。

Based on its previous versions, this new dictionary (seventh edition) has removed hundreds of outdated entries, and at the same time included the new words and buzzwords that have caused heated discussion and spread widely in recent years, e.g., “a community of shared future for mankind”, “the four-pronged comprehensive strategy”, “toilet revolution”, “chain of contempt”, “high-quality development”, “sharing economy”, “P2P lending”, and “Guangdong-Hong Kong-Macao Greater Bay Area”. Besides, this new dictionary has modified the appendices by deleting obsolete categories and including the vocabulary about social media, military, newspaper industry and the Winter Olympic Games, which is convenient for readers to upgrade their “word bank”.

About Author:

中国日报网：创办于1995年，是中国最早的国家级英文网站，现已成为国家级综合性媒体网站和中国最大的英文网站。

China Daily, founded in 1995, is the first national English website in China. Now it has become a national comprehensive media website and the largest English website in China.



一门一世界 A Door Opens a World

作者: 赵润田、赵蔓

Author: Runtian Zhao, Meng Zhao

ISBN: 9787302376354

Publication Date: 2019-03-01

Page Count: 512

About the Book:

北京文化以建筑为众目可见的外在证明,而北京建筑又以呈现在街市场上的大门最为显著、最讲究的标志。不同历史时期和不同等级、格调的大门,大北京有着丰富遗存。20世纪,政治、经济、文化和城市格局的世大变迁,使北京传统建筑遭到前所未有的破坏和变异,本书作者有意在北京最大规模的拆迁过程中以照片保留下北京传统建筑的许多影像资料。本书以门为切入点,讲述门里外的故事。虽言“故事”,绝非虚构文学。

Architecture is the most visible external proof of Peking culture and the door is the most prominent and choice mark of architecture. Beijing has a rich store of door relics in different historical periods, from different social backgrounds, and of different artistic styles. In the 20th century, great political, economic, cultural, and urban pattern changes have caused unprecedented destruction and modification of traditional Chinese architecture. The author intends to preserve the valuable memories and histories of traditional Beijing architecture with precious photos. This book opens the door to the stories of Beijing doors.

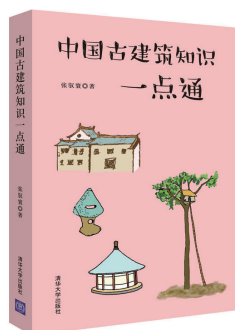
About Author:

赵润田,资深编辑、作家,曾任《北京商报》周刊部副主任。多年研究北京文史,出版著作《寻找北京城》、《北漂白皮书》等。

赵蔓,现供职中国建筑装饰集团有限公司设计研究院,环境艺术设计专业工程师、国家二级建造师。

Zhao Runtian, seasoned editor and writer, former deputy director of the weekly department of the Beijing Business Daily. He devoted himself on the study Peking history for many years and has published several works, including Finding Beijing City and White Paper of a Peking Drifter.

Zhao Meng, registered associate constructor, award-winning environmental art and design engineer, currently working for the Design Research Institute of China Architectural Decoration Group Co., Ltd.



中国古建筑知识一点通 Knowledge of Ancient Chinese Architecture Made Easy

作者: 张驭寰

Author: Zhang Yuhuan

ISBN: 9787302524441

Publication Date: 2019-03-01

Page Count: 284

About the Book:

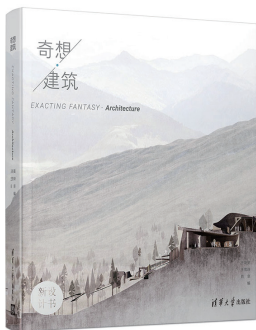
作者早年曾应邀赴美国讲学，在八所大学进行演讲。针对在场的听众当场提出的许多问题，作者逐一回答。回到北京之后，作者将问答再做查阅，一一整理笔记，汇集了作者几十年来对全国各地古建筑进行考察的研究成果。本书即在此基础上归纳、整理而成。本书总结作者50年专业调研，形成100个常见古建筑知识点，让读者轻松告别“建筑小白”。

In his early years, the author was invited to give lectures in 8 universities in the United States. He answered lots of questions from the audiences on the spot. After returning to Beijing, he reviewed the questions and answers, sorted out the notes one by one, and gradually summed up his 50 years' research and investigation results of the ancient architecture across China. That's how this book is produced. Readers will learn 100 knowledge points about the common ancient architecture in China, and no longer abase themselves as a "green hand" in architecture.

About Author:

张驭寰（1926—2015），著名古建筑专家、建筑史学家。1951年毕业于东北大学工学院建筑系，中国科学院自然科学史研究所研究员、教授。曾担任梁思成先生的助手。

Zhang Yuhuan (1926-2015) was a famous expert of ancient architecture and architectural historian. He had been researcher and professor at the Institute for the History of Natural Science, Chinese Academy of Sciences. He graduated from the Department of Architecture, School of Resources and Civil Engineering, Northeastern University in 1951, and once served as assistant to Mr. Liang Sicheng – master architect in China.



奇想·建筑 Exacting Fantasy: Architecture

作者：王斯旻、王雪诗、白非

Author: Simin Wang, Xueshi Wang, Fei Bai

ISBN: 9787302511137

Publication Date: 2019-01-01

Page Count: 252

About the Book:

对于建筑学生、建筑设计爱好者、青年设计师三个群体，一本青年设计思想合集于这个充斥大师经典案例集锦的单调世界是一抹艳丽的色彩。我们所接触到的这些青年设计师，尚不敢攀比几十年经验的设计大师，但接受最顶尖教育、在最顶尖事务所工作的他们，毋庸置疑是青年设计师中的佼佼者。学习大师，是感受建筑的终极魅力；而学习《奇想》，是了解自己的水平，了解同年龄段领跑者的风采。建筑不仅需要实践的考验，也需要思想的碰撞，《奇想·建筑》就想补充这个空白。

For the students, enthusiasts and young designers of architecture, this collection of the thoughts of young designers is a bright touch against the dull background full of masters and classical cases. Even though these young designers are not heavy-weight masters with decades of experience, they are undoubtedly the most promising young designers who have received education at top universities and are now working at top studios. To learn from masters is to experience the ultimate charm of buildings. And to learn from this book is to understand the amazing style of young front-runners. Architecture requires not only practical test, but also collision of ideas. This book aims to fill in this blank.

About Author:

王斯旻，精于设计创始人，线上设计教育平台凯诺校长，2017福布斯中国30位30岁以下精英，康奈尔大学建筑学硕士学位、密歇根安娜堡大学学士学位。

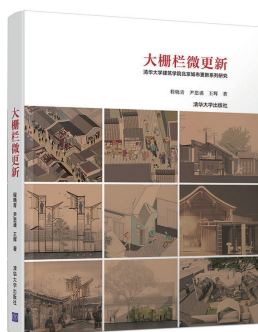
Simin Wang, founder of Whale Design and online learning platform Canopy Institute of Design, named in Fortune China's "30 under 30 China" list, holds postgraduate degree from Cornell University and bachelor degree from University of Michigan, Ann Arbor.

王雪诗，凯诺空中设计课联合创始人兼CEO，哈佛大学设计研究硕士学位，曾获哈佛大学马可波罗奖学金。

Wang Xueshi, co-founder and CEO of the Canopy Institute of Design, received master's degree in design studies from Harvard University and was awarded the Marco Polo Scholarship at Harvard University.

白非，书籍装帧设计师，北京交通大学建筑学毕业。

Bai Fei, a book binding designer, graduated from Beijing Jiaotong University.



大栅栏微更新 Small Updates of Dashilan

作者：程晓青、尹思谨、王辉

Author: Cheng Xiaoqing, Yin Sijin, Wang Hui

ISBN: 9787302513155

Publication Date: 2019-03-01

Page Count: 292

About the Book:

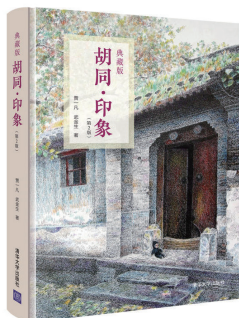
随着中国城镇化进入深度发展阶段，城市既有环境的优化和存量建筑的改善成为提升城市整体环境品质的关键课题，日益引起社会关注。本书基于清华大学建筑学院研究生设计课程“城市微更新”的教学实践，以北京大栅栏历史文化街区为研究对象，从建筑学和社会性的多元角度出发，发掘居民对生活的真实需求，呈现了历史保护背景下改善居住环境的设计思辨与大胆探索。

As China's urbanization enters a stage of deep development, the optimization of existing urban environment and the improvement of building stock have become the key issues to improve the overall urban environmental quality, which have drawn increasing social concern. Based on the teaching practice "Urban Micro-regeneration" for the graduate course, which was initiated by the School of Architecture, Tsinghua University, this book studies Beijing's Dashilan historical and cultural block, and adopts multiple points of view of architecture and sociality to excavate the real life demand of residents, and puts forward the design philosophy and bold explorations on improving people's living environment against the backdrop of historic preservation.

About Author:

程晓青博士，清华大学建筑学院院长聘副教授。主要学术领域为建筑与城市更新和老年建筑与社区。

Dr. Cheng Xiaoqing is tenured associate professor of the School of Architecture, Tsinghua university, mainly dedicated to studying architecture and urban updates, senior architecture and community.



胡同·印象(第2版) (典藏版) Impressions of Hutong (Collectors Edition)

作者: 贾一凡、武金生

Author: Yifan Jia, Jinsheng Wu

ISBN: 9787302509295

Publication Date: 2018-09-01

Page Count: 308

About the Book:

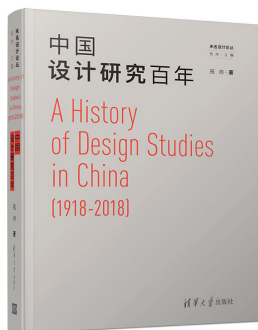
作者将钢笔画与北京胡同文化元素相结合, 用独特的方式记录了数十年前北京胡同生活的风情。语言朴实无华却情感丰富, 追忆童年往事, 诉说生活感悟; 绘画功底扎实, 技法娴熟, 画风唯美、亲切, 富有情趣。作者对故乡北京的深厚情感与眷恋, 都融在老北京话的乡音和如临其境的画面里。

The author combines pen and ink drawing with the cultural elements of Beijing Hutong, noting down the unique living style in Beijing Hutong decades ago. The language is simple and unremarkable but rich in emotions. It recalls childhood memories and conveys the deep feelings of life. The paintings are beautiful and skillfully made, friendly and full of fun. The author's deep feelings and attachments to his hometown of Beijing can be felt in the dialect and the immersive scenes.

About Author:

贾一凡和武金生都生于北京, 是一对钢笔画艺术家伉俪。贾一凡自幼喜欢绘画, 中学毕业后上山下乡, 1974年回京参加工作, 业余从事绘画。武金生在1985年毕业于中央工艺美术学院, 毕业后长期从事美术创作设计和美术编辑工作。

The authors are a couple of artists. Jia Yifan likes painting from an early age. After graduating from high school, he went to the countryside and returned to Beijing in 1974. He devotes his spare time in painting. Wu Jinsheng graduated from the Central Academy of Arts and Crafts in 1985 and has been engaged in arts ever since.



中国设计研究百年 A History of Design Studies in China (1918-2018)

作者：祝帅

Author: Zhu Shuai

ISBN: 9787302483427

Publication Date: 2018-12-01

Page Count: 452

About the Book:

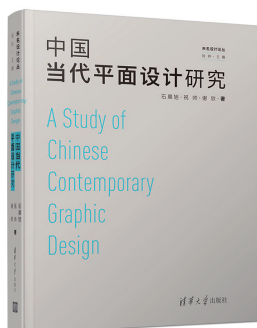
本书系基于学术史的视角，对1918年以来近百年中国设计研究的学术源流与学科建构展开的理论分析与综合思考。书中“设计研究”的对象，是包括广告设计、视觉传达设计、平面设计、国家形象设计在内的各个创意设计门类，并涵盖动画、美术电影、摄影、视觉文化研究、创意产业等周边及前沿领域。这既是传播学与艺术学的一个交叉研究领域，也是广告学和视觉传播学研究在教学中的前沿和重要组成部分。

Based on the perspective of academic history, this book is a theoretical and comprehensive analysis on the 100 years' academic history of the research on design since 1918. The target of "design research" focused by the book includes advertisement, visual arts, graphic design, national image design, covering a broad range of areas like cartoon, art film, photography, visual arts research and creative industries.

About Author:

祝帅，博士，北京大学现代广告研究所所长、研究员、博士生导师。

Zhu Shuai, PhD, researcher, doctoral supervisor, director of the Research Institute of Contemporary Advertising of Peking University.



中国当代平面设计研究 A Study of Chinese Contemporary Graphic Design

作者: 石晨旭、祝帅、谢欣

Author: Shi Chenxu, Zhu Shuai, Xie Xin

ISBN: 9787302483434

Publication Date: 2019-01-01

Page Count: 416

About the Book:

作为当代中国平面设计史领域一部开创性的专著,本书针对中国当代平面设计问题与方法进行思考。上篇采用历史的进路,尝试梳理 1979 年以来中国当代平面设计史的重要现象和前沿问题;下篇则采用设计批评的方法,对在当代平面设计史当中有代表性的平面设计师进行个案研究。本书不是一部面面俱到的中国当代平面设计史,而是针对近四十年来设计史上的一些重大问题进行历史和理论分析,如平面设计在中国展等重要历史事件,平面设计的门类和发展趋势,以及具有范式创新的平面设计师及其设计思想等。

Being a pioneering monograph on the Chinese contemporary graphic design history, this book reflects on the problems in and methods for studying the Chinese contemporary graphic design. This book consists of two parts: Part 1, from a historical point of view, teases out the important phenomena and frontier problems in the field since 1979; Part 2, by adopting a critical approach, carries out a case study of the representative graphic designers in China. This book does not review the history of contemporary Chinese graphic design in a well-rounded manner, but conducts a historical and theoretical analysis of some major issues in Chinese design over the last 40 years, e.g., the Graphic Design in China and other significant events, the categories and development trends of graphic design, and the graphic designers with paradigm innovation and their design ideas.

About Author:

石晨旭,中央美术学院设计学博士后,北京大学博士,青岛科技大学传媒学院副教授。

Shi Chenxu is associate professor of the College of Communication, Qingdao University of Science and Technology. He holds a Doctoral Degree granted by Peking University and a post-doctoral position in design in China Central Academy of Fine Arts.

祝帅,博士,北京大学现代广告研究所所长、研究员、博士生导师。

Zhu Shuai, PhD, researcher, doctoral supervisor, director of the Research Institute of Contemporary Advertising of Peking University.

谢欣,清华大学美术学院设计学博士,哈尔滨工业大学(深圳)助理教授。

Xie Xin is assistant professor in Harbin Institute of Technology (Shenzhen), holding a Doctoral Degree in Design granted by the School of Fine Art, Tsinghua University.



珠绣艺术设计 Pearl Embroidery Art Design

作者: 张红娟

Author: Zhang Hongjuan

ISBN: 9787302516071

Publication Date: 2018-11-01

Page Count: 152

About the Book:

从亚历山大·麦昆、华伦天奴的高级定制服装，到古驰当季的色彩饱满的高级成衣，珠绣工艺的优势被发挥得淋漓尽致，彰显出强烈的艺术感与精致富丽之感。珠绣，踏着复古之风，将古典融入现代生活。《珠绣艺术设计》一书的主要内容是在介绍中国珠绣历史概况的基础上，着重分析珠绣的各种工艺技法，以及设计应用的方法，并通过珠绣作品实例，分析珠绣的艺术特色及设计原则。本书图文并茂，示范了16种基本针法及其变化，将教你如何亲手做出晶莹剔透，光彩夺目的珠绣作品。

From the haute couture of Alexander McQueen and Valentino to Gucci's full-color advanced ready-to-wear in season, the advantages of pearl embroidery are fully developed, highlighting a strong sense of art and exquisite sense of richness. Pearl embroidery, which is a back-to-ancient trend, integrates the classical style into modern life. This book, on the basis of introduction to the history of Chinese pearl embroidery, demonstrates the various techniques of pearl embroidery, design methods and applications. With the examples of pearl embroidery works, this book interprets the artistic features and design principles of pearl embroidery. This book contains rich texts and illustrations, demonstrates 16 types of basic stitches and their variations, it is able to teach readers to make glittering, gorgeous and dazzling pearl embroidery works with their own hands.

About Author:

张红娟，清华大学美术学院染织服装艺术设计系教师，博士。

Dr. Zhang Hongjuan is a teacher at the Department of Textile and Fashion Design, School of Fine Art, Tsinghua University.



民间美术 Folk Arts

作者: 孟祥玲、孙薇、富尔雅、温丽华

Author: Meng Xiangling, Sun Wei, Fu Erya, Wen Lihua

ISBN: 9787302508298

Publication Date: 2019-05-01

Page Count: 172

About the Book:

本书结合民间美术的演变发展与应用, 具体介绍: 中国民间美术、民间美术艺术体系、艺术思维与艺术表现、实用类民间美术、装饰类民间美术、民俗类民间美术、民间美术赏析与创作实践、民间美术的发展现状与前景展望等基础知识, 本书既适用于高等院校艺术设计专业的教学, 也可以作为文化创意企业和广告艺术设计公司从业者的职业教育岗位培训教材。

In combination of the evolution and application of folk arts, this book mainly discusses the following topics: Chinese folk arts, system of folk arts, artistic thinking and expression, practical folk arts, decorative folk arts, custom folk arts, appreciation and creation practice of folk arts, and some basic knowledge about the current status and prospect of folk arts. This book is not only a textbook for teaching the college students majored in art design, but a vocational training material for cultivating the practitioners in cultural creative companies and advertising design companies.

About Author:

孟祥玲: 硕士, 讲授图案基础、构成艺术、民间艺术等课程。

Meng Xiangling is now teaching the courses of design basis, construction art and folk art in the School of Art, Harbin University of Science and Technology, after receiving her Master's Degree from the university.

孙薇: 硕士, 哈尔滨理工大学艺术学院专业教师。

Sun Wei is teacher of the School of Art, Harbin University of Science and Technology, after receiving her Master's Degree from the university.

富尔雅, 硕士, 东北林业大学环境设计专业讲师, 从事环境设计方面的教学与研究工作。

Fu Erya, holding a Master's Degree, is lecturer specialized in environmental design of Northeast Forestry University, and in the meantime doing relevant researches.



初蹈沧海——环大西洋760天 First Voyage over the Waves-- Across the Atlantic Ocean in 760 Days

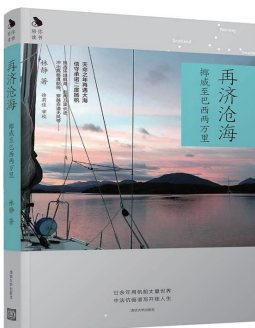
作者：林静 著

Author: Jing Lin

ISBN: 9787302494577

Publication Date: 2018-8-1

Page Count: 260



再济沧海——挪威至巴西两万里 Second Voyage over the Waves -- twenty thousand leagues from Norway to Brazil

作者：林静

Author: Lin Jing

ISBN: 9787302496830

Publication Date: 2019-08-01

Page Count: 72

About Author:

林静，原名李麟静，先后从清华大学、中国协和医科大学获得学士和硕士学位。1990年远赴加拿大留学，在多伦多大学生物医学工程系再获硕士学位。从2005年起，林静选择了一种很多人向往却没有勇气开始的生活——和法籍丈夫克里斯一起驾驶帆船周游世界，在蔚蓝的大海里寻找生命的自由与蓬勃。

Lin Jing (her real name is Li Linjing) successively received her Bachelor's and Master's degrees from Tsinghua University and Chinese Peking Union Medical College. In 1990, she went to Canada for further study and got another Master's Degree from the Department of Biomedical Engineering, University of Toronto. Since 2005, Lin decided to lead a life that most people yearn for but dare not have a try: she and her husband started circumnavigation, looking for freedom and prosperity of life in the boundless blue sea.

初踏沧海——环大西洋760天 First Voyage over the Waves-- Across the Atlantic Ocean in 760 Days

About the Book:

《初踏沧海——环大西洋760天》书中，作者林静夫妇为了共同的“航海梦”，一齐踏上心爱的“同道者号”，正式开启了他们的环球航海之旅。历经25个月760天，途经20多个国家，只为生命与海洋对话。在这属于他们的航程7万里中，又会发生怎样令人称奇的故事？让我们跟随“同道者号”一起，从法国出发，探寻大西洋深处的秘密。

In the book, to pursue their nautical dream, the author and her husband began their voyage across the Atlantic Ocean on their beloved boat “Kindred Spirit”. During this 760-day voyage, they visited more than 20 countries, only to communicate with the ocean with their life. What were the wonders they encountered during their 70000-mile voyage? Let’s follow the “Kindred Spirit” departing from France, and have a look at the mystery of the Atlantic Ocean.

再济沧海——挪威至巴西两万里 Second Voyage over the Waves -- twenty thousand leagues from Norway to Brazil

About the Book:

航海意味着什么？我们该如何看待大海？本书记录了林静与法籍丈夫克里斯自驾帆船“海友号”从挪威到巴西航行两万八千里的帆游故事。这是他们继2005年环大西洋760天航行后开启的又一段航海帆游之旅。此次他们开辟新航线，挑战高纬度水域，重访加那利群岛，带领读者领略大海的喜怒哀乐，感受海岛的异国风情……字里行间让人感同身受，仿佛置身于如诗如画的自然美景与奇妙轶事中。

What is the implication of sailing? How should we view the ocean? This book records the story of Lin Jing and her husband Chris, a French native, sailing from Norway to Brazil with their boat “Friend of Ocean”. It is in fact the second navigation of this couple after their first 760-day trans-Atlantic trip in 2005. This time they opened up new routes, challenged high-latitude waters, and revisited Canary Islands, leading readers to appreciate the “joys and sorrows” of the vast ocean, and learn about the exotic lifestyle of islanders...The vivid narration and description make readers empathize with the author, as if they are so excited about the picturesque natural scenery and marvelous anecdotes.



片刻好食光——15分钟的美味之旅 Nice Food in 15 Minutes

作者：魏瀚（著）、欧敏（绘）

Author: Wei Han (text), Ou Min (Illustration)

ISBN: 9787302504658

Publication Date: 2018-07-01

Page Count: 181

About the Book:

《片刻好食光——15分钟的美味之旅》是一本有趣又有料的美食绘本。书中包含49道手绘食谱，61条烹饪视频，78道世界各地的快手食谱，每道美食的烹饪时间15分钟左右，即使是忙碌的工作日，你也可以回家抽出一刻钟，喂养辛苦了一天的自己。同时，它也是一趟“食光之旅”，是一个关于寻找美食的故事。你将踏上9个国家或地区，在学习菜谱的同时，了解到不同菜系的特点，及不同食材的烹饪小技巧。

Tired of eating take-outs? Bored of the usual dishes? Read the new book—Nice Food in 15 minutes. It's a beautifully crafted picture book with practical culinary suggestions. The recipes provided in this book are carefully selected by the star chef Han Wei, who experimented repeatedly so that all the dishes can be done in 15 minutes (5 minutes for preparation of the ingredients and 10 minutes for cooking). The dishes presented are also exotic and interesting, as they come from 9 different countries and regions across the world. Cooking can be an easy art. Enjoy.

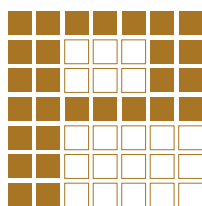
About Author:

魏瀚：名星厨师，以全校第三名的成绩毕业于法国蓝带厨艺学校，并于2015年成为法国蓝带全球厨艺推广大使。获东方卫视第一届《顶级厨师》冠军。

Wei Han, celebrity chef, winner of China's first MasterChef program. He graduated cum laude from the world-renowned culinary institute: Le Cordon Bleu Paris.

欧敏：插画师。曾为腾讯公司原画设计师。《VOGUE》、欧米茄、浪琴、CC卡美珠宝、宝洁等品牌的签约插画师。为瑞典Paperbox ab公司绘制的圣诞贺卡系列曾创下同类产品当年在欧洲地区销量第一的纪录。

Ou Min, a seasoned illustrator, used to work as Concept Artist for Tencent and signed illustrator for VOGUE, OMEGA, LONGIES, CC-JEWEL and Procter & Gamble. The Christmas card series she created for the Swedish company Paperbox ab has took over competing products to become the number one best-seller in Europe that year.



大众科普 少儿读物
Popular Science
and Children' s Books

惊奇透视百科系列丛书 Amazing Perspective Science Series



本套丛书共5册：

The series consists of 5 volumes:

《好玩的机械》 Fun Machine (ISBN: 9787302430742 / Page Count: 64)

《城市的秘密》 Secrets of Cities (ISBN: 9787302428091 / Page Count: 64)

《繁忙的交通工具》 High-Powered Transportation Means (ISBN: 9787302427001
Page Count: 64)

《神奇的地球》 Magic Earth (ISBN: 9787302427018 Page Count: 64)

《迷人的植物》 Fascinating Plants (ISBN: 9787302430674 Page Count: 64)

如何培养孩子持续一生的惊奇之心？如何唤醒内心的情感，让学习根植于热爱？

“惊奇透视”采取令人耳目一新的角度，把平常生活中想看却看不见的事物，用细腻的手绘剖面图呈现出来。全书包含极具吸引力的100多个主题，如共享单车、高铁、盾构机、键盘、锁、电梯、红绿灯、安检仪、冬虫夏草、水稻和稗草的营养大战、碰碰车等；500多幅精美细腻手绘图，不仅“透视”小秘密，还延伸了人文知识；10幅有震撼力的超长拉页，使孩子多维度探究科学的本质，学会用科学思维解决遇到的问题，使个体能够适应未来社会、促进终身学习。

How to plant the seed of curiosity in the heart of children and maintain its vitality? How to wake up their inner feelings to work hard because of pure interest? This series of books, from a refreshing perspective, uses hand-drawn illustrations to depict the things that are tantalizing but invisible in ordinary life. Over 100 fascinating topics are discussed in these books, including bicycle sharing, high-speed rail, shield tunneling machine, keyboard, lock, elevator, traffic light, security checkpoint, Chinese caterpillar fungus, “nutrition war” between rice and barnyard grass, and bumper car. The 500-plus exquisite hand-painted pictures not only “disclose” small secrets, but shed light on humanities knowledge; and the 10 extra-long pullouts are so intriguing that children are drawn to explore the essence of science from multiple dimensions. Overall, this series of books motivate children to solve problems with scientific thinking, develop good habits of lifelong learning and prepare themselves for the future society.

About Author:

于秉正，科普作家，译作及编著有《生活中的物理现象》《化学世界奇遇记》《实验版十万个为什么》《了不起的科学》等儿童科普图书。

Yu Bingzheng is author, translator and editor-in-chief of children's popular science books. His representative works include Physical Phenomena in Our Lives, Adventures in the World of Chemistry, Find Answers to One Hundred Thousand in Experiments, and The Great Science.

张昕，资深美术设计及插画师。

Zhang Xin is senior art designer and illustrator.

审稿专家顾问:

Review experts and advisors:

清华大学教授级高工沈德祥

Shen Dexiang: professor-level senior engineer of Tsinghua University

北京自然博物馆专家高源

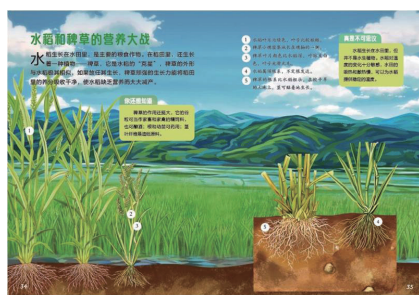
Gao Yuan: expert of Beijing Museum of Natural History

中国煤炭地质总局教授级高工董明

Dong Ming: professor-level senior engineer of China National Administration of Coal Geology

中科院植物所陈显扬博士

Chen Xianyang: professor of the Institute of Botany, Chinese Academy of Sciences





不头疼的故事作文课 (香甜卷) & (麻辣卷) No More Headaches in Writing (Sweet Roll) & (Spicy Roll)

作者：马翼翔

Author: Ma Jixiang

ISBN: 9787302519362 & 9787302519355

Publication Date: 2019-05-01

Page Count: 210

About the Book:

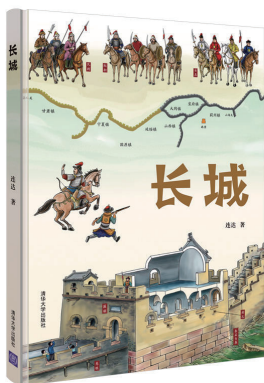
人生就是由一段一段故事组成的，我们每走过一段路，总会留下这样那样的故事。我们的小学作文题材基本上就是记叙文，记什么、叙什么呢？就是记叙你的生活。故事写得有趣，你也一定会是一个有趣的人，一个有趣的人，人生差不了。大多数孩子都会在看到作文题目时这么说，其实人生就是一个个鸡毛蒜皮的小事组成，哪有那么多惊天动地的大事发生呀！孩子为什么觉得没啥可写的呢？在于缺少观察周围事物的“金眼睛”，写作是思考的外在表现，而善于思考和观察就是这套《不头疼的故事作文课》想要传达给孩子们们的。

Life seems like a collection of stories; every step we take will be written into our life story. In China, the primary school composition is mostly narrative writing, but what to narrate and how to narrate? The answer is to narrate our life. Whoever writes interesting stories must be an interesting person, and such kind of person will shun from a boring life. When asked to write, most kids feel they have nothing to express, since life is no more than odds and ends and they can hardly come across big events. The reason why they think like that is because they have no sharp eyes to see through things around. Writing is an outward expression of thinking; “being thoughtful and observant” is a good habit this book tries to instill in children.

About Author:

马翼翔老师，放牛班作文创始人，老民国课本公益课堂创办人，作家，漫画家，著有《画说作文》等，为全国首创学科类漫画教学图书。

Ma Jixiang is founder of the Cowherd Class's Composition – a Chinese education brand, and also founder of the public class teaching with the Chinese textbooks during the Republic of China. Ma is also writer and cartoonist; his works Compositions in Cartoons is China's first discipline-oriented cartoon textbook.



长城 The Great Wall

作者: 连达

Author: Lian Da

ISBN: 9787302526384

Publication Date: 2019-06-01

Page Count: 80

About the Book:

这是一部中国长城知识普及绘本，把长城的分布、修建历史、相关典故和传说、防御方式、现存状况以讲故事的形式进行介绍。以爸爸带女儿沿着长城去旅行为主线，把中国有长城的几个省份的典型关隘地段串联起来，让读者了解更为完整的长城。这是一部跨学科的中国长城知识普及绘本。

This is a picture book introducing the knowledge behind the Great Wall of China in the form of stories, covering the distribution, the construction history, legends, defense methods and the existing conditions. The story unfolds with the trip of a father and his daughter along the Great Wall, traversing through several typical pass of different provinces, so that readers would have a full picture of the Great Wall. This is an interdisciplinary book that touches on both history, military knowledge and construction.

About Author:

连达，1978年生，古建筑爱好者，豆瓣“长城”小站主力队员，曾经徒步考察河北、北京、天津、山西及辽宁大部的明长城。其间一年四季在野外长期独自穿越、露营，收集散失的长城碑刻资料，用拍摄、绘画和拓片等方式记录长城现状。

Lianda, born in 1978, is an enthusiast of ancient architectures and team leader of the “Great Wall” group on Douban.com. He once hiked to Hebei, Beijing, Tianjin, Shanxi and Liaoning to investigate most sites of the Ming Great Wall. During the trip, he walked in the wild, camping, collecting scattered inscription data and record the status quo of the Great Wall by photography, painting and rubbing from tablet.

中国名家经典原创图画乐读本 Original Picture Books of Famous Chinese Painters



凤凰鸟 The Story of Phoenix

作者: 刘巨德

Author: Liu Jude

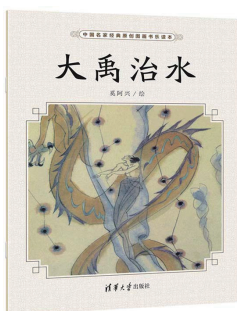
ISBN: 9787302507062

Publication Date: 2018-08-01

About the Book:

很久很久以前，在遥远的大地上生活着一对夫妻，一对快乐的夫妻。女人的名字是凤，男人的名字是凰。当他们在一起时，人们称他们为凤凰。凤凰两个人非常热心，善待村子里的每个人，遇到诱惑战胜敌人的故事。

A long time ago, a young couple was leading a happy life on a land, far, far away. The wife was named Feng, while the husband was Huang. They were warm-hearted and kind to everyone in the village; people usually called them together as the Phoenix. This couple went through an extraordinary experience. This picture book vividly depicts how they resisted the temptation, and fought bravely to defeat the enemy.



大禹治水 Emperor Yu Tames the Flood

作者: 奚阿兴

Author: Xi A'xing

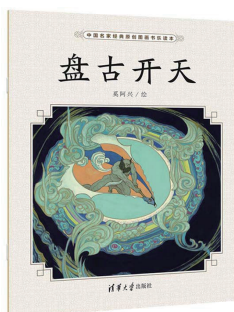
ISBN: 9787302503996

Publication Date: 2018-07-01

About the Book:

大禹治水的故事是中华民族悠远流长的神话传说，讲述了远古人类社会的首领大禹带领人民治理水患的故事。著名插画家奚阿兴先生运用国画的形式，把这个故事展示得充满古典色彩。

This book is a biography of the legendary Chinese emperor Yu in remote antiquity. Yu, leader of the Xia tribe, and his tribal compatriots, dredged channels to lead the floodwaters to the sea, thereby bringing the Yellow River under permanent control. The famous illustrator Xi A'xing employs traditional Chinese paintings to depict this story, fully conveying the original taste and flavor of traditional Chinese culture.



盘古开天 Pangu Separates the Sky from the Earth

作者: 奚阿兴

Author: Xi A'xing

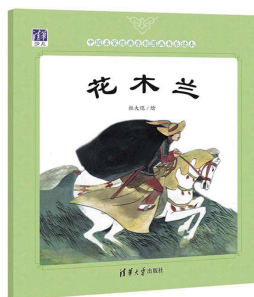
ISBN: 9787302503965

Publication Date: 2018-07-01

About the Book:

盘古开天辟地的故事是中华民族悠远流长的创世传说，讲述了始祖盘古劈开混沌的宇宙，建立天地万物，日月星辰的故事。著名插画家奚阿兴先生运用重彩国画的形式，把这个故事展示得充满幻想色彩。

This picture book is about one of the time-honored Chinese creation legends: it tells how Pangu—first ancestor of Chinese people—split the chaos with an axe, created the universe, the sun, the moon and the stars. The famous illustrator Xi A'xing employs heavy-color traditional Chinese paintings to depict this story, fully conveying the original taste and flavor of traditional Chinese culture.



花木兰 Lady General Hua Mu-Lan

作者: 杜大恺

Author: Du Dakai

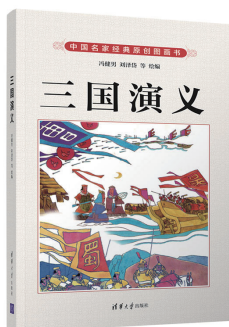
ISBN: 9787302503941

Publication Date: 2018-07-01

About the Book:

《花木兰》取材自中国古代文学经典《木兰辞》，讲述了女儿身的花木兰代替年迈的父亲从军。她作战勇敢，屡获战功，直到战争结束，脱去军装，大家才知道原来她是女儿身。表现了古代女性的智慧和勇敢。

This book is adapted from The Ballad of Mulan—a classic literary works in ancient China. It tells the story of a girl named Mu Lan who disguised herself as a man to join the army in place of her father. She fought bravely on the battlefield and won victories one after another. It was not until the war was over and she took off her uniform that everyone realized this great warrior was a girl. This story fully demonstrates the wisdom and courage of Chinese women in ancient times.



三国演义 Romance of Three Kingdoms

作者: 杜大恺

Author: Du Dakai

ISBN: 9787302503941

Publication Date: 2018-07-01

About the Book:

《三国演义》是中国古典四大名著之一，是中国第一部长篇章回体历史演义小说，作者是元末明初的著名小说家罗贯中。上海著名画家冯健男、刘泽岱等画家通过连环画的形式，给小朋友们绘制了一幅幅精美的三国演义章回体的故事。

"Three Kingdoms" is one of the Four Great Chinese Classical novels and is the first historical romance wrote in the form of chapters. The author is the famous novelist Luo Guanzhong of the late Yuan and early Ming Dynasty. This picture book was illustrated by the famous Shanghai painters Feng Jiannan and Liu Zedai who introduces the classical stories to children in the form of comic book.



七夕的故事 The Qixi Festival

作者: 刘巨德

Author: Liu Jude

ISBN: 9787302507079

Publication Date: 2018-08-01

About the Book:

中国节日传说积聚民族历史文化，传承中华优秀传统文化。本书描述了牛郎织女的爱情故事和七夕节的由来，这是一个很美丽的，千古流传的爱情故事，成为我国四大民间爱情传说之一。

Chinese festival legends accumulate national history and culture and pass down the fine traditions of the past. This book describes the love story of the cowherd and the weaver fairy and how their annual meeting is celebrated as the Qixi Festival, also known as the Chinese Valentine's Day. It is a very beautiful love story that has been told for thousands of years and is noted for being one of the four major folk romances in China.

中国传统文化绘本 Picture Books of Traditional Chinese Culture



本套丛书共6册:

The series consists of 6 volumes:

年除夕 Chinese New Year's Eve

飞来峰 Flying Mountain

门神钟馗 Door God Kui Zhong

灶王爷 The Kitchen God

哪吒闹海 Nezha Conquers the Dragon King

送子娘娘 Goddess Baby-Bestower

你知道“除夕”和“年”是怎么来的吧？你知道灶王爷为什么要在腊月二十三上天、大年三十下凡吗？你知道灵隐寺前为什么会有飞来峰吗？……这些中国本土化的传统故事包括中国节日传说、神话传说、风景名胜等6个经典故事、中英双语排版，整合了智慧、善良、勇敢、诚实、幽默等中国人的优秀品质。本丛书画面唯美、充满中国元素的美和力量，让孩子阅读精彩的故事，潜移默化地学习中国文化。

Do you know the origin of “Chuxi (New Year's Eve)” and “Nian (Year)”? Do you know why the Kitchen God flies to the Heaven on Dec 23th of the lunar calendar and descends to the earth on the New Year's Eve? Do you know why there is a flying mountain in front of the Linyin Temple of Hangzhou? These traditional Chinese stories consist of Chinese festival legends, myths and scenic spots in both Chinese and English version, giving full play to Chinese excellent qualities, such as wisdom, kindness, courage, honesty and humor. The series is a picturesque one brimming with the beauty and strength of Chinese elements. Children will be subconsciously influenced by the traditional Chinese culture while read interesting stories.

About Author:

林欣：动漫插画师，策划和出版有《中国折纸》《十二生肖》《中国节日》等，其中《中国节日》和《十二生肖》输出英、法文版。

Xin Lin: is an illustrator and initiated and published Chinese Paper Folding, Chinese Zodiac, Chinese Festivals, etc. The latter two are published in both English and French.



国学启蒙

Reading of Chinese Traditional Classic Books

作者: 孔子学院总部五洲汉风网络科技 许昌开卷 编

Author:

ISBN: 9787302530756

Publication Date: 2019-08-01

Page Count: 356

About the Book:

《国学启蒙》(中国传统文化经典诵读本)共分为六册,由孔子学院总部(国家汉办)组织编写,以推广中华文化为使命,以满足广大汉语学习者的多元需求为目标,召集在国学领域深耕的专家学者对国学启蒙读物进行了重新的梳理和注解。着力统一底本、校正读音,针对谬误之处,进行指正修改。并采用简体、大字、注音的形式,确保儿童无障碍阅读,方便儿童认识汉字,回归诵读本身,掌握国学的韵律感和美感。这是一套学习中华优秀传统文化不可多得的注音版儿童启蒙读物。

This collection for traditional culture classics readers has six volumes and was edited by the Confucius Institute, whose mission is to promote Chinese culture as the mission and to meet the diverse needs of Chinese learners from all over the world. This work has benefited from the contributions of experts and scholars with rich experience in Chinese language teaching and cultural research. Focus on unifying the base, correct the pronunciation, for the fallacy, the finger is modified. And it makes use of simplified, large characters, notes and layout that ensure barrier-free reading experience for children. The young readers can enjoy the beauty and rhythm of Chinese characters from these six volumes. It is a well-structured primer for children learning Chinese.

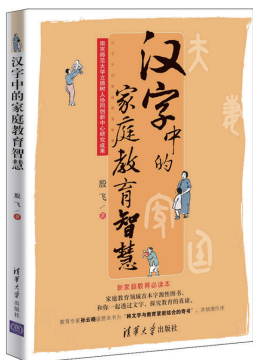
About Author:

林韵: 副教授,中国人民大学国学博士,主要研究方向为《论语》和传统蒙学启蒙。

曹建墩: 副教授,清华大学历史系博士,浙江大学博士后,牛津大学访问学者。现为河南大学历史文化学院副教授。

Lin Yun is an associate professor, Ph.D. in National Studies from Renmin University, whose research mainly focuses on The Analects and traditional elementary education.

Cao Jiandun is an associate Professor, Ph.D. in Department of History from Tsinghua University, and a Postdoctoral Fellow at University of Oxford University. He is currently an associate professor in the School of History and Culture of Henan University.



汉字中的家庭教育智慧 The Wisdom of Family Education in Chinese Characters

作者: 殷飞

Author: Yin Fei

ISBN: 9787302528265

Publication Date: 2019-05-01

Page Count: 272

About the Book:

汉字是中华民族的瑰宝，它绵延几千年，承载着我们对宇宙、天地、人伦的认识，承载着我们的理想与情怀。了解本民族的文化首先要从分析本民族的语言入手。为此，作者结合本职工作，选择了教育领域，特别是家庭教育领域中常用的120个词，如自由、拖拉、幸福、未来等，共计240个汉字，每个都不重复，从字源分析入手，对教育、儿童发展和家庭生活等方面进行了相应解释，可谓独辟蹊径，别具匠心。

Chinese characters are the treasure of the Chinese nation, they have been in existence for thousands of years, carrying our knowledge of the universe, heaven and earth, and human relations, and also carrying our ideals and feelings. To understand the culture of a nation, we shall start with the analysis of its language. In view of this, the author specially selects some Chinese characters in the field of education, while the most important ones are the 120 characters commonplace in the domain of family education, e.g., “自由” (freedom), “拖拉” (procrastination), “幸福” (happiness) and “未来” (future). There are a total of 240 Chinese characters, none of them is repeated. The author explains education, children's development and family life from an etymological perspective, such unique approach shows ingenuity of the author.

About Author:

殷飞，南京师范大学教育科学学院儿童发展与家庭教育研究中心副主任；南京亲范学堂家庭教育指导中心主任。

Yin Fei is Deputy Director of the Research Center for Child Development and Family Education, School of Education Science, Nanjing Normal University; and Director of the Family Education Guidance Center, Nanjing Parent School.



儿童编程——懂编程的孩子更聪明 Coding for Kids: Kids who know how to code is smarter

作者: 唐一 编著

Author: Tang Yi

ISBN: 9787302518785

Publication Date: 2019-04-01

Page Count: 316

About the Book:

90余个教学视频，一“扫”而“观”，杜绝枯燥。每个视频的时长均不超过2分钟，短小精悍，直击要点。配套资源丰富多彩，为孩子的编程世界探索之旅保驾护航。阐述编程在生活中对于家长、老师、孩子的理解和影响。说明儿童学编程是最小投入，最大回报的一门学科。从市场上分析儿童编程的市场接受度，并举证国内外优秀案例。举例如何开展儿童学习编程的学习方式、编程课程的简单介绍，玩中学模式等。

Thanks to the attached 90-plus teaching videos, this programming textbook is not boring at all. Each video is no longer than 2 minutes and getting right to the point directly. The supporting resources are rich and colorful, which will escort children's journey to explore the programming world. This book analyzes the impact of programming on parents, teachers and children in our everyday life. It argues that the programming courses for children boast the least investment but the greatest return. From a perspective of market, the author analyzes how much the children could accept programming, and take typical cases at home and abroad as examples. The author also employs examples to describe the methods for children to learn programming, and introduce the programming courses and the "learning through playing" model.

About Author:

唐一，奇宝科技联合创始人。当过5年老师，编写过9本FLASH和PHOTOSHOP教科书(网络版用)，参与过上百集的长篇动画制作，带团队开发了500多个幼教APP。

Tang Yi is co-founder of Kidbot – a company dedicated to R&D of children's tablet. He had been a teacher for 5 years, co-written 9 FLASH and PHOTOSHOP textbooks (online version), joined in production of hundreds of episodes of full-length animated features, and led the development of over 500 preschool education apps.



孩子趣味学编程之Scratch篇 Kids Learn to Code with Fun: Scratch

作者: 张文婧 乔陶鹏 刘芸 方亮

Author: Zhang Wenjing, Qiao Taopeng,
Liu Yun, Fang Liang

ISBN: 9787302523451

Publication Date: 2019-04-01

Page Count: 212

About the Book:

本书以Scratch 这一款集编程语言、运行环境和展示效果于一体的可视化编程软件为工具,向青少年读者介绍计算机编程的基本概念,并通过丰富的实例让读者能够完成属于自己的作品。本书首先简单介绍Scratch 操作,帮助读者快速开始使用Scratch。然后分两部分介绍编程知识。第一部分讲解编程的基本知识,包含计算机语言的三大基本结构、事件的概念以及变量和Scratch 项目制作的方法。第二部分重点讲解编程的高级技巧及计算机科学的基础概念,包含布尔逻辑、条件与循环的组合等知识。在最后两章,力图通过Scratch 提供的工具向青少年读者展示未来编程的核心内容。

By employing the Scratch—a visual programming software that integrates programming language, operating environment and presentation effect, this book introduces the basic concepts of computer programming to young readers, and take examples to instruct them to complete their own programming works. This book firstly introduces the Scratch operation to help readers quickly learn to use it, and then unfolds programming knowledge in two parts. The first part covers the basics of programming, including the three basic structures of a computer language, the concepts of events, variables and the methods for producing Scratch projects. The second part focuses on the advanced programming techniques and basic concepts of computer science, including the knowledge of Boolean logic, case structure and loop structure. In the last two chapters, the author tries to show young readers the core content of programming in the future with the tools provided by the Scratch.

About Author:

乔陶鹏, 92级清华博士, 将美国CSTA《K-12计算机科学教育标准》与中国信息技术教育相结合, 应用于编程教学体系设计的行业专家。

Qiao Taopeng is a programming expert holding a Doctoral Degree granted by Tsinghua University. He has managed to integrate the US CSTA K-12 Computer Science Standards with China's information technology education, and apply the integration result to the system design of programming teaching.



趣味数学及编程拓展

Interesting Mathematics and Programming Development

作者: 杨克昌

Author: Yang Kechang

ISBN: 9787302511335

Publication Date: 2019-01-01

Page Count: 432

About the Book:

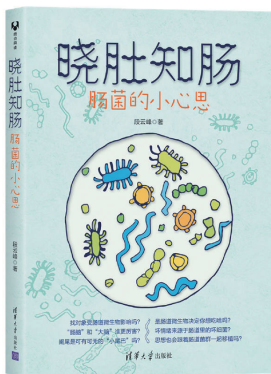
本书开创趣味数学与程序设计的交汇融合。书中精选并提出各类趣味数学问题,突出趣味性与吸引力,包括神奇整数探求、素数世家风采、数式精彩纷呈、方程经典汇趣、精巧求解剖析、多彩数列欣赏、最优探索展示、数形结合出彩、智能游戏探秘和数阵天地大观等。本书题型广泛,趣美并茂,雅俗共赏,深入浅出。对精选与提出的趣题在开拓计算思维基础上精巧求解,通过程序设计在广度与深度上拓展,并展示程序运行结果,全方位提升原有问题趣与美的品位,促进趣味数学的深入发展。所有程序都给出完整C程序代码及其运行示例,且均在VC++6.0环境下编译通过。

This book attempts to integrate interest mathematics with programming. It selects and presents interesting math problems, highlights their fun and attraction (such as integer, prime number, numerical expression, equation, exquisite solution, sequence of number, optimal exploration, symbolic-graphic combination, intelligent game and numerical matrix). This book showcases a wide range of problems that are both funny and aesthetic, suitable for both refined and popular tastes; and explains difficult problems in simple terms. There are demonstrations of how to skillfully solve the selected interesting math problems by developing computational thinking: expand the problems in breadth and depth through programming, show the program execution results, increase the fun and attraction of the original problems, and promote further development of interest mathematics. All programs are attached with complete C program codes and running examples, and are compiled in VC++6.0 environment.

About Author:

杨克昌, 湖南理工学院计算机学院教授, 中国数学奥林匹克高级教练; 长期致力于数学与计算机教学科研。

Yang Kechang is professor of the School of Computer Science, Hunan Institute of Science and Technology; and senior coach of China Mathematical Olympiad. He has been dedicated to teaching and research of mathematics and computer science.



晓肚知肠：肠菌的小心思 Knowledge of Belly and Bowels: the Small Tricks of Intestinal Bacteria

作者：段云峰

Author: Duan Yunfeng

ISBN: 9787302511601

Publication Date: 2018-10-01

Page Count: 284

About the Book:

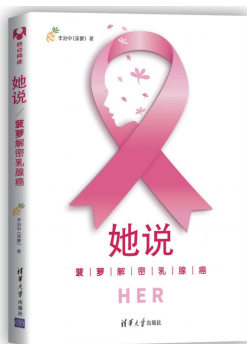
人体微生物的数量约是人体自身细胞数量的10倍，而肠道微生物约占人体微生物总量的80%。肠菌动动小心思，人体健康大变化。肠菌不止会影响你的饮食口味，还可能影响你选择什么样的伴侣。我们之前可能都低估了肠菌的作用。本书从自然微生物世界讲起，结合当前最新的肠菌研究成果，为我们介绍了肠道微生物影响身体健康的原理。我们日常生活中关于肠道的疑问，比如肠脑和大脑谁更重要？阑尾是不是无用器官？肠菌如何影响人的食欲？在这本书里都有答案。

The number of microorganisms in human body is about 10 times as many as the number of cells, while the intestinal bacteria account for about 80% of the total number of microorganisms. Any “small trick” of intestinal bacteria may lead to great changes on human health. The intestinal bacteria not only affect the taste of your diet, but influence what kind of partner you choose. We have probably underestimated the role of intestinal bacteria. Starting from the world of microorganisms and integrating with the latest research results on intestinal bacteria, this book introduces the principles of how intestinal microorganisms affect people's health. Actually, we are curious about the intestinal tract: Which is more important, gut brain or cerebrum? Is epityphlon a useless organ? How can intestinal bacteria affect our appetite? Readers can find answers to these questions in this book.

About Author:

段云峰，博士，中国科学院微生物所、中国科学院病原微生物与免疫学重点实验室工作人员。

Dr. Duan Yunfeng is a research fellow in the Institute of Microbiology, Chinese Academy of Sciences (CAS), and also in CAS Key Laboratory of Pathogenic Microbiology and Immunology.



她说：菠萝解密乳腺癌

Her Words: Pineapple Deciphers Breast Cancer

作者: 李治中 (菠萝)

Author: Li Zhizhong (Pineapple)

ISBN: 9787302512752

Publication Date: 2019-03-01

Page Count: 208

About the Book:

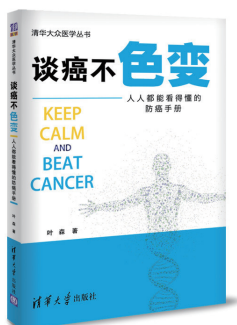
在这本科普书《她说：菠萝解密乳腺癌》中，菠萝会系统性地介绍乳腺癌，包括它的发病机制、预防、筛查手段、精准治疗方法、饮食指南、心理康复等。专业、靠谱，这本书像菠萝的其他书一样有料、有趣、有温度。如果你是普通读者，这本书定能让你学会如何预防乳腺癌，如果你是患者或家属，前沿治疗方案和康复期注意事项定能让你消除恐慌，燃起希望。作者菠萝是曾从事十多年癌症新药研发的科学家，北大客座教授。内容都是有确切的文献出处，经受过同行评议。著名乳腺癌专家、北京协和医学院肿瘤医院内科主任徐兵河教授诚意荐读。

In this book, the author systematically introduces breast cancer, including its pathogenesis, prevention, screening methods, precise treatment methods, dietary guidelines and psychological rehabilitation. This book is professional, reliable, pragmatic, interesting and warm, just like the other books of Pineapple. If you are an ordinary reader, this book will tell you how to prevent breast cancer; if you or one of your family members suffers from cancer, the cutting-edge treatments and recovery tips will lift your fears and raise your hope. The author is a scientist who has been engaged in the R&D of new cancer drugs for more than 10 years. He is also a visiting professor at Peking University. The content in this book is well documented and peer-reviewed. It is sincerely recommended by Prof. Xu Binghe, famous breast cancer expert and Head of the Medical Department of the National Cancer Institute of Peking Union Medical College.

About Author:

李治中，笔名菠萝，80后，清华大学本科，美国杜克大学癌症生物学博士，跨国顶尖制药公司 癌症新药开发部 实验室负责人。

Li Zhizhong (with pen name as Pineapple) is one of the post-80's generation. He is head of the laboratory, cancer drug development division of a multinational leading pharmaceutical company. He received his Bachelor's Degree from Tsinghua University, and Doctoral Degree in Cancer Biology from Duke University.



谈癌不色变：人人都能看得懂的防癌手册 Keep Calm and Beat Cancer

作者：叶森

Author: Ye Sen

ISBN: 9787302484882

Publication Date: 2018-09-01

Page Count: 156

About the Book:

本书是第一本向广大读者全面介绍抗癌知识、推广健康生活方式的科普作品，始终坚持“靠谱、实用、有趣”的撰写原则。在选择题材和撰文的过程中，本书始终以读者为中心，希望人人都能读得懂、喜欢读、能受益。本书覆盖了关于癌症最重要，也是我们最想知道的几个方面：什么是癌症，如何预防癌症，怎样治疗癌症，以及我们应当如何科学理性地与癌症共处。既深入浅出地介绍了癌生物学的基础知识，又介绍了科学进步带来的最新疗法，最重要的是本书始终以广大读者为中心，专注于塑造全民自律的健康行为、推广健康的生活方式。靠谱又实用的抗癌知识帮助读者认识癌症、预防癌症、战胜癌症。

This book is the first one of this kind that comprehensively introduces anti-cancer knowledge and promotes healthy lifestyle. While sticking to the writing principle of “reliable, practical and interesting”, the author always puts readers at the first place when choosing subjects and composing the text, hoping that his work is readable, popular and beneficial. This book covers some of the most important problems about cancer that we are eager to know: What is cancer? How to prevent cancer and how to treat it? How can we live with cancer scientifically and rationally? This book introduces the basic knowledge of cancer biology, and the latest treatments brought about by scientific advances, the most important thing is that this book is always reader-centric, focus on shaping healthy behaviors and promoting healthy lifestyle for all people. The reliable and practical anti-cancer knowledge will help readers understand cancer, prevent cancer and defeat cancer.

About Author:

叶森，香港大学博士研究生，从事癌症诊断与筛查试剂的研发工作，在国际顶级学术期刊上发表过多篇学术论文，并热心公益和健康科普事业。

Ye Sen, doctoral candidate at the University of Hong Kong, is mainly engaged in cancer diagnosis and R&D screening reagents. Ye has published many papers in top international academic journals. He is passionate about public welfare and health popularization.



医疗圈开讲 Voices from the Medical Professionals

作者: 子琳

Author: Zi Lin

ISBN: 9787302496816

Publication Date: 2018-11-01

Page Count: 208

About the Book:

作者访京城三甲医院名医上百位，为读者精选求医问药最佳方案。

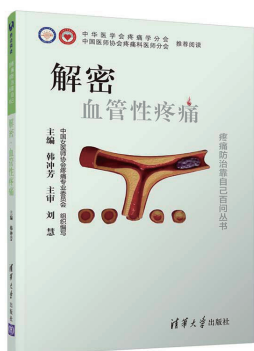
读最温情的故事，得到最实惠的医疗知识。用最真诚的心将急需普及的健康常识与一个个真实得有些触目惊心的医疗案例结合起来。本书是资深医疗媒体人通过多年从业经历，深入挖掘和采访医疗题材的真实故事。记录了国家顶级专家的治病救人的真实过程，采写了医务人员从死亡线上把患者拉回来的惊心动魄故事。在写故事的同时，也将该种疾病的科普知识用通俗易懂的语言传递给大家。

In this book there are not only warm stories, but the cost-effective medical knowledge, which gives credit to the author who has visited hundreds of famous doctors in Beijing's 3A hospitals, and chosen the best medical-care programs for readers. This book is a collection of the real stories that the author has explored over the past years as a media worker; some record how the top medical experts managed to cure the intractable diseases, while others record how the medical staff brought patients back from the brink of death. In addition to telling stories, the author also popularizes the disease prevention knowledge in plain language.

About Author:

子琳，本名李梦瑶。资深医疗媒体人，医学科普作家，《约吧大医生》栏目主持人，TopMD平台创始人。

Zi Lin (with real name as Li Mengyao) is a senior media worker dealing with medical issues, writer of popular medical science books, host of the TV program "Big Doctor", and co-founder of TopMD.



解密 血管性疼痛 Decode Vascular Pain

作者: 韩冲芳

Author: Han Chongfang

ISBN: 9787302515012

Publication Date: 2018-12-01

Page Count: 168

About the Book:

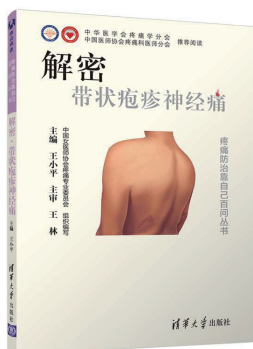
血管病变的发生、发展机制以及造成的恶性后果已成为当今学术界及全社会关注的热点。但由血管病变带来的疼痛却很少有人在意，为了能更好的帮助广大患者了解由血管病变带来的疼痛相关问题，本书以问答的形式，从认识、诊断、治疗及预防等方面简单明了地阐述“血管性疼痛”的相关知识，为血管性疼痛患者带来前所未有的曙光和希望。

The occurrence, development mechanism and malignant consequences of vascular disease have become the focus of academic community and social attention. But the pain caused by vascular disease is rarely noticed, in order to better help patients understand the pain-related problems caused by vascular disease, this book explains the corresponding knowledge in disease perception, diagnosis, treatment and prevention in a Q&A form, which kindles the light of hope for the people suffering vascular pain.

About Author:

韩冲芳，女，教授，主任医师，硕士生导师，山西医学科学院山西大医院疼痛科、麻醉科主任，山西医科大学麻醉学系副主任。

Han Chongfang is professor and master's supervisor of Shanxi Academy of Medical Sciences (SAMS); chief physician and Director of Pain Section and Anesthesiology Section of SAMS' Shanxi Dayi Hospital; and Deputy Director of the Department of Anesthesiology, Shanxi Medical University.



解密 带状疱疹神经痛 Decode Postherpetic Neuralgia

作者: 王小平

Author: Wang Xiaoping

ISBN: 9787302509318

Publication Date: 2018-10-01

Page Count: 132

About the Book:

带状疱疹是临床常见疾病之一，它最常见和最棘手的并发症是带状疱疹性神经痛和带状疱疹后神经痛，它们成为疼痛科的常见疾病。顽固性带状疱疹后神经痛是医学界尚未解决的世界难题之一，在我国，约有 400 万带状疱疹后神经痛患者。本书以问答的形式，从认识、诊断、治疗及预防等方面简单明了的阐述“带状疱疹神经痛”的相关常识。

Herpes zoster is one of the common clinical diseases, its most common and troublesome complications are herpes zoster neuralgia and postherpetic neuralgia—common diseases in pain section. Intractable postherpetic neuralgia is one of the unsolved problems in the world, in China there are about 4 million postherpetic neuralgia patients. This book explains the corresponding knowledge about the disease perception, diagnosis, treatment and prevention in a Q&A form.

About Author:

王小平,医学博士,主任医师/教授,博士生导师,暨南大学附属第一医院疼痛科主任及学科带头人。主要研究方向:慢性疼痛性疾病的分子机理与治疗。

Wang Xiaoping, Doctor of Medicine, is professor, doctoral supervisor and chief physician of the First Affiliated Hospital of Jinan University; and pace-setter in scientific research. He is mainly dedicated in studying the molecular mechanism and therapy of chronic pain syndromes.



解密·膝关节痛 Decode Knee-Joint Pain

作者: 冯智英

Author: Feng Zhiying

ISBN: 9787302500551

Publication Date: 2018-07-01

Page Count: 208

About the Book:

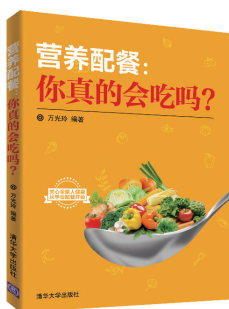
膝关节疼痛是临床常见病,常常需要到医院请医生诊断治疗,但实际上更需要患者自己认识膝关节疼痛这个疾病症状,改变自己的生活习惯;解除疼痛。本书专门为膝关节疼痛患者撰写,从膝关节疼痛的认识、诊断、治疗和预防康复四个方面进行了详细介绍;帮助患者全面了解膝关节疼痛,配合医生共同战胜膝关节疼痛。

Knee-joint pain is a common clinical disease, it is necessary for the patients to go to the hospital for diagnosis and treatment, but it is more urgent for them to recognize the symptoms of knee-joint pain, and change their living habits to relieve the pain. This book is specially written for those suffering from this pain, it explains the corresponding knowledge about the disease perception, diagnosis, treatment and prevention, so as to help patients fully understand knee-joint pain, and cooperate with their doctors to conquer this disease.

About Author:

冯智英主任医师,硕士生导师,浙江大学医学院附属第一医院疼痛科主任。

Feng Zhiying is master's supervisor, chief physician and Director of the Pain Section of the First Affiliated Hospital of Zhejiang University.



营养配餐：你真的会吃吗？

Nutritious Meal: Do you really know how to eat?

作者: 万光玲

Author: Wan Guangling

ISBN: 9787302508212

Publication Date: 2019-01-01

Page Count: 248

About the Book:

本书帮你科学搭配饮食，帮你食疗改善疾病，帮你饮食改善生活，做到会吃，懂吃。书中主要介绍“中国居民膳食宝塔”中的中医学营养配餐理论：“五味营养配餐原理”“五色营养配餐原理”“部位营养配餐原理”“食物温度原理”和“食物形状原理”；人体需要的热量包括形成人体热量的产能营养素、摄入产能营养素数量依据、人体能量消耗因素、能量的计算、人体能量供需状况评价；维生素包括维生素概述、脂溶性维生素、水溶性维生素；矿物质（灰分）包括矿物质的生理功能、重要的常量矿物质和微量矿物质；水在体内的存在形式、水的性质和生理功能、水在体内的分配比重；营养配餐设计包括营养配餐设计基本方法、营养配餐效果评价、针对性营养配餐。

This book is able to help you enjoy a well-mixed diet and improve your health with dietary therapy, i.e., eat smarter to keep fit. In this book, there is introduction to the nutritional diet theory advocated by the traditional Chinese medicine in the “Chinese Balance Dietary Pagoda”: “principle of five-flavor nutrition recipe”, “principle of five-color nutrition recipe”, “principle of nutrition by body part”, “principle of food temperature”, and “principle of food shape”. Moreover, readers will learn the following knowledge: (1) The energy-yielding nutrients for human body, quantity basis for intake of energy-yielding nutrients, human energy expenditure factors, calculation of energy, and evaluation of human energy supply and demand. (2) A vitamin overview, fat-soluble vitamin and water-soluble vitamin. (3) Physiological functions of minerals, important major minerals and trace minerals. (3) The presence of water in human body, the nature and physiological functions of water, and the specific weight of water in the body. (4) Basic methods for nutrition recipe design, effect evaluation of nutrition recipe, and targeted nutrition recipe.

About Author:

万光玲，毕业于天津商学院餐旅系，现任沈阳师范大学旅游学院酒店管理系主任，资深营养师。

Wan Guangling, senior nutritionist, is Director of the Department of Hotel Management, School of Tourism, Shenyang Normal University. She graduated from the Department of Catering and Tourism, Tianjin University of Commerce.



天幕——一个宇宙信息记录员的日记(第二版) The Heavenly Canopy —Diary of a Cosmic Information Recorder

作者: 灵紫

Author: Soul Purple

ISBN: 9787302519331

Publication Date: 2019-04-01

Page Count: 212

About the Book:

超硬科幻畅销小说，在地球流浪之前，带你了解这颗蔚蓝警戒星球的起源，看外星人给地球人讲物理课。

30世纪，人类将建立与宇宙信息的通道，由此诞生了宇宙信息记录员，《天幕——一个宇宙信息记录员的日记（第二版）》以日记形式向人们展示了未来世界宇宙信息记录员的特殊经历，进而逐天、逐月地记录了“宇宙智能信息中心”以特殊的形式，向其传达的各种有关宇宙的起源、结构、白洞、黑洞、暗物质、人类智能起源，思维之谜、五维空间特点，暗宇宙……一系列的宇宙中的各种智能奥秘与各种最前沿的宇宙知识信息。

This book is a science fiction bestseller, showing readers the origins of this blue planet before it started “wandering” and invite them to attend the lectures on physics given by extra-terrestrials.

In the 30th century, human beings will be able to build communication channels with the Cosmos, which will give rise to the job as “cosmic information recorder”. This book (2nd version), written in the form of a diary, depicts the special experience of the cosmic information recorder who makes records day by day or month by month, and transmits all kinds of information about the Cosmos to the Cosmic Intelligent Information Center, including cosmic origin and structure, white hole, black hole and dark matter; as well as the origin of human intelligence, mysteries of thinking, characteristics of five-dimensional space, dark Cosmos... a series of intelligent mysteries in the Cosmos and various cutting-edge cosmic knowledge and information.

About Author:

灵紫,资深新闻工作者,其专栏节目及学术论文曾获国家级和北京市奖项。

Soul Purple is a senior journalist with special columns and academic papers winning both national and Beijing municipal awards.



虫行天下：繁盛的六足传说 The Stories of Insects

作者: 汪闼

Author: Wang Tian

ISBN: 9787302518624

Publication Date: 2019-03-01

Page Count: 284

About the Book:

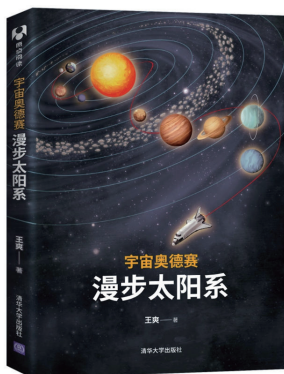
这是一本昆虫学入门科普书。作者基于自己长期的昆虫专业学习和野外观察，结合拍摄的昆虫高清图片，为我们全面系统梳理了昆虫的分类知识，昆虫的形态，昆虫的观察、摄影和饲养方法。本书带领那些喜爱昆虫的小读者们，亦或是有一定昆虫学基础的昆虫爱好者们领略昆虫之美。这是一本彩色插图、读得懂版昆虫记。作者系统梳理了昆虫的10个部级单元，4种生存武器，有美图有真相。中国农业大学昆虫学系彩万志教授作序，国家动物博物馆科普策划总监张劲硕倾情力荐。

This book is an introduction to entomology. Based on his years' study of insects and field observation, and in combination with high-resolution insect photos, the author systematically teases out the insect taxonomy for readers, as well as insect morphology, observation, photography and breeding methods. This book will lead the litter readers who fancy insects, or those insect lovers with some entomological knowledge, to appreciate the charm of entomology. The author lists 10 great orders of entomology and 4 survival weapons of insects, and employs colorful illustrations to build up readability of the book. It is sincerely recommended by Cai Wanzhi, professor of the Department of Entomology, China Agricultural University; and Zhang Jinshuo, Science Popularization Planning Director of the National Zoological Museum.

About Author:

汪闼，地球记忆工作室创始人之一，昆虫学研究者，野生动物生态摄影和保护工作者，自然博物科普工作者。

Wang Tian is co-founder of Earth Memory Studio. He is also an entomologist dedicated to wildlife photography and conservation, and to popularization of natural science.



宇宙奥德赛：漫步太阳系 Cosmic Odyssey: Meandering through the Solar System

作者: 王爽

Author: Wang Shuang

ISBN: 9787302509288

Publication Date: 2018-10-01

Page Count: 260

About the Book:

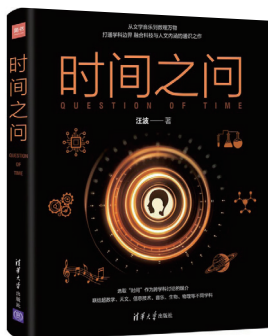
这是一部由40篇文章组成、并以“纪传体”的方式呈现的太阳系简史。作者呈现的并不是一些关于太阳系的碎片化知识，而是一个关于太阳系的完整知识体系。本书借由从上百个初选题目中精挑细选出来的40个主题，让读者了解这些太阳系的主要天体在人类文明史上的坐标：它们曾在人类文明史上扮演过什么重要角色？与哪些特别重大的科学事件有关？如何改变人类对整个宇宙的看法？又与我们的现实生活有着怎样的联系？本书以问题引导和故事鸡翅，每一节都在回答一个最关键的问题，并穿插了海量的关于科学家的逸闻趣事。全书几乎没有数学公式，所有的知识点都会被转化成可视化的物理图象，然后用贴近生活的类比来加以解释。

This is a brief history of the solar system composed of 40 articles and presented in a “biographical” form. Instead of presenting the knowledge fragments about the solar system, the author attempts to construct a complete knowledge framework. The 40 articles (with their topics selected among hundreds of candidate topics) will enable readers to recognize the “coordinates” of the main celestial bodies in the solar system in the history of human civilization: Did they play any significant role in developing human civilization? Are they related to some of the major scientific events? How can people change their viewpoints of the Cosmos? And how does the Cosmos relate to our real life? Each section answers one of the most critical questions, and tells anecdotes about scientists. There are almost no mathematical formulas in this book, all of the knowledge points are visualized into physical pictures, and the knowledge is explained with the analogy that is close to real life.

About Author:

王爽，中山大学物理与天文学院副教授，博士生导师。

Wang Shuang is associate professor and doctoral supervisor of the School of Physics and Astronomy, Sun Yat-Sen University.



时间之问 Question of Time

作者: 汪波

Author: Wang Bo

ISBN: 9787302507598

Publication Date: 2019-04-01

Page Count: 344

About the Book:

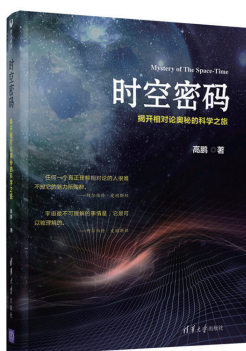
本书是一部少有的打通学科边界，融合科技与人文内涵的通识之作。作品以大学师生的问答对谈开始，选取“时间”作为跨学科讨论的媒介，联结起数学、天文、信息技术、音乐、生物、物理等不同学科，一来一往的对话中隐含了作者精心设置的问题，辅以精心制作的插图和经过严谨考证的学术资料。阅读这本书，你将亲密接触到祖冲之、朱载堉、庞加莱、普莱斯、庄子、惠更斯、博尔赫斯等古今中外的科学家和思想家。你一度无法理解的习俗和现象，如闰月是怎么来的、冬至时刻的测量问题、神奇的连分数与黄金分割等，都将在这部作品中找到源头和答案。

This book is a rare work of general knowledge that steps across disciplinary boundaries and integrates science and technology with humanistic connotation. It begins with question-and-answer conversations between university teachers and students, and defines “time” as a medium for interdisciplinary discussion on mathematics, astronomy, information technology, music, biology, physics and other disciplines. In addition to the conversations that imply the questions carefully set by the author, there are also elaborate illustrations and academic information that has gone through rigorous research. Reading this book, you will know more about Zu Chongzhi, Zhu Zaiyu, Poincare, Pulais, Zhuang Tzu, Huygens, Borges and other Chinese and foreign scientists and thinkers in history. In this book, you will find the explanations to the customs and phenomena that have perplexed you: How did the solar calendar and leap month get fixed? How to measure the time of winter solstice? How to understand continued fraction and golden section?

About Author:

汪波，法国国立里昂应用科学院（INSA-Lyon）硕士，利摩日（Limoges）大学微电子博士，曾在里昂纳米国家实验室（INL）从事科研工作，现任教于北京大学深圳研究生院，从事集成电路和跨学科研究。

Wang Bo, Master from INSA-Lyon and Doctor of Microelectronics from Limoges, is now teaching at Peking University Shenzhen Graduate School, and engaged in integrated circuits and interdisciplinary study. He had been a scientific research fellow in INL.



时空密码——揭开相对论奥秘的科学之旅 Mystery of the Space-Time

作者: 高鹏

Author: Gao Peng

ISBN: 9787302524083

Publication Date: 2019-06-01

Page Count: 236

About the Book:

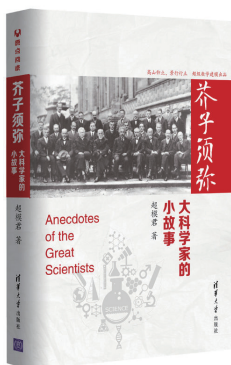
作为一本科普读物,《时空密码》涵盖了光速本质、尺缩钟慢、质能等价、闵氏四维时空、时空旋转、时空图、光锥、引力场、时空度规、时空弯曲、引力透镜、引力波、时间箭头、时空量子化、多维时空等相对论中引人入胜的大部分内容,也涵盖了宇宙的基本图景、宇宙的去未来、暗能量、黑洞、白洞、虫洞、时空旅行等相关的宇宙学方面的内容,还涉及了原子弹、氢弹、卫星导航、相对论效应的视觉图像模拟等相关技术,同时还把历史趣事穿插其中,以使读者在轻松的气氛中完成对奇妙的相对论世界的探索。

This is a popular science book that covers most of the intriguing content of the theory of relativity, e.g., nature of velocity of light, Time Dilation and Length Contraction Effect, mass-energy equivalence, Minkowski's four-dimensional space-time, space-time rotation, space-time diagram, light cone, gravitational field, space-time metric, flection time-space, gravitational lens, gravitational wave, arrow of time, space-time quantization, multi-dimensional space-time. There are also basic picture of the universe, past and future of the universe, dark energy, black hole, white hole, wormhole, time travel and other relevant cosmological topics. Besides, readers will learn about the technologies related to atomic bomb, hydrogen bomb, satellite navigation, and visual image simulation of relativistic effect. The interludes of historical anecdotes will make readers explore the wonderful world of relativity in a joyful process.

About Author:

高鹏, 山西五寨人, 工学博士, 毕业于哈尔滨工业大学, 现在哈尔滨工业大学(威海)任教。

Gao Peng, Doctor of Engineering, has been teaching in Harbin Institute of Technology (Weihai) after graduation from HIT.



芥子须弥：大科学家的小故事 Anecdotes of the Great Scientists

作者：超模君

Author: Mr. Supermode

ISBN: 9787302518648

Publication Date: 2019-02-01

Page Count: 324

About the Book:

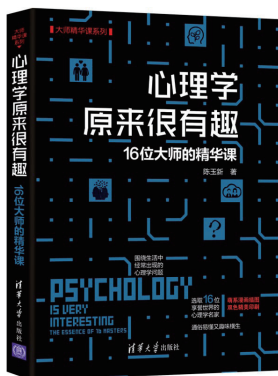
大科学家的人生是一部科学的发展历程。本书精选60位数学、物理学家的人生故事，用风趣幽默的语言讲述他们的人生科学探索故事，让我们立体地了解他们的人生，学习科学研究的方法，熟悉科学发展的脉络，重温科学发现的历程。读者阅读的时候如同身在科学殿堂，满满的高山仰止，景行行止之感。感知科学家的平凡人生岁月，有助于更深刻地理解他们的高光时刻。

The life of great scientists is able to reflect the development course of science. In this book, the author tells the life stories and scientific discoveries of 60 mathematicians and physicists in a funny language, readers will find out how these masters led their everyday life, and how they made painstaking effort to achieve scientific breakthroughs; in this process, readers will learn more about the development of science, revisit the journey of scientific discovery, and cannot help admiring these scientific predecessors for their noble virtue and persistence in scientific exploration. In a word, a knowledge of the ordinary life of scientists will help readers better understand that their glory is hard-won.

About Author:

超模君，超级数学建模新媒体矩阵主编，网易年度最佳签约作者。致力于数学文化科普和前沿技术分享，善用幽默风趣的笔法撰写科普故事。

Mr. Supermode is Editor-in-Chief of "Supermodeling" (a WeChat Official Account) and the best contract author of Netease. He has been dedicated to popularizing mathematical culture and sharing cutting-edge technologies, and good at writing popular science stories with humorous language.



心理学原来很有趣——16位大师的精华课 Psychology is interesting —Unforgettable Lessons of 16 Masters

作者: 陈玉新

Author: Chen Yuxin

ISBN: 9787302512158

Publication Date: 2019-01-01

Page Count: 284

About the Book:

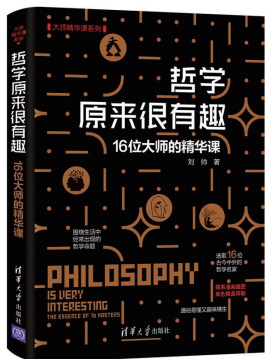
本书主要围绕生活中经常出现的心理学问题（或心理学现象），选取16位享誉世界的心理学名家，把他们的观点以一种通俗易懂又趣味横生的方式介绍给读者。本书以课堂演讲的方式，让读者通过各位心理学导师讲解自己关于各类心理学命题的看法获得新知。本书能够引导每一位读者入门，不管是对心理学略知一二的人群，还是零基础的读者，本书都能让你读过之后，面对心理学不再望而生畏。本书的重点不在于教授读者那些深奥的理论，或者让读者学会用繁杂的知识来分析心理学问题，而在于逐步引导读者，让读者能像心理学家一样思考，用心理学家的思维去思考问题，用心理学的方式去解决问题。

This book focuses on the psychological problems (or phenomena) that often occur in our ordinary life. The author introduces the ideas of 16 world-renowned psychologists to readers in a way that is both interesting and understandable. The content of this book is organized in a form of lectures: each psychology tutor shares his/her views on various psychological propositions, so as to instill new knowledge into the mind of readers. No matter it is beginners of psychological study, or those unaware of it, this book is able to usher them into the world of psychology and relief them of any fear for this subject. The focal point of this book is not to teach readers esoteric theories, or instruct them to analyze psychological problems with complicated knowledge, it aims at guiding readers to think like a psychologist, and gradually learn to solve problems with psychological means.

About Author:

陈玉新，心理学和管理学双学位毕业，长期从事心理咨询和心理治疗工作，对心理学发展脉络、心理学研究现状和心理学现实应用都有深入的理解。

Chen Yuxin has been dedicated to psychological counseling and psychotherapy for years, and has accumulated profound knowledge of the development course, research status-quo and application of psychology. Chen holds two bachelor's degrees respectively in psychology and management.



哲学原来很有趣——16位大师的精华课 Philosophy is Interesting —Unforgettable Lessons of 16 Masters

作者: 刘帅

Author: Liu Shuai

ISBN: 9787302506928

Publication Date: 2018-11-01

Page Count: 260

About the Book:

本书主要围绕生活中经常出现的哲学命题,选取了16位古今中外的哲学名家,将他们的观点用一种通俗易懂且趣味横生的方式介绍给读者。本书以课堂演讲的方式让各位哲学导师讲解自己对各类哲学命题的看法,在观点选择方面,更注重读者的理解与应用。因此本书非常适合对哲学感兴趣的读者和想要了解哲学基本知识的读者。

This book focuses on the philosophical propositions common in daily life and introduces 16 famous philosophers from ancient and modern times, explaining their views in an easy-to-understand and interesting manner. The author employs a classroom speech to let the philosophers explain their views on various philosophical propositions and pays special attention to the reader's understanding and application. This book is therefore ideal for readers interested in philosophy and those who want to learn the basics of philosophy.

About Author:

刘帅,河北大学哲学系毕业,高校教师,善于用幽默的语言为读者展现看似复杂的哲学知识。

Liu Shuai is a college teacher. He graduated from the Department of Philosophy of Hebei University and is good at making use of humorous language to present seemingly complicated philosophical concepts to readers.



逻辑学原来很有趣——16位大师的精华课 Logic is Interesting —Unforgettable Lessons of 16 Masters

作者：齐露露

Author: Qi Lulu

ISBN: 9787302506812

Publication Date: 2018-11-01

Page Count: 264

About the Book:

本书围绕生活中经常出现的逻辑学问题，选取16位享誉世界的逻辑学名家，把他们的观点以一种通俗易懂又趣味横生的方式介绍给读者。本书以课堂演讲的方式，让各位逻辑学导师讲解自己关于各类逻辑学命题的看法。同时，在观点的选择方面，更加注重读者的理解与应用。本书非常适合对逻辑学感兴趣的读者。

This book revolves around the logic problems that often arise in life and presents the ideas of 16 world-renowned logic theorists to the readers in an easy-to-understand and interesting way. This book takes the form of classroom lectures, letting the tutors explain in first person their views on various types of logic propositions. In the choice of ideas and concepts, it pays more attention to the reader's understanding and application in real life. This book is ideal for readers who are interested in logics.

About Author:

齐露露，高校教师，热衷于对人类不同思维方式的剖析，擅长用幽默轻松的文笔阐述复杂的逻辑问题。

Qi Lulu is a college teacher who is keen on analyzing different ways of human thinking and is good at using humorous and beautiful prose to explain complex logical problems.



中外蝴蝶鉴赏

Chinese and Foreign Butterflies Appreciation

作者: 刘广纯

Author: Liu Guangchun

ISBN: 9787302514466

Publication Date: 2019-01-01

Page Count: 304

About the Book:

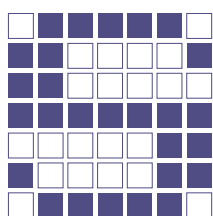
本书精选了世界上300余种珍贵蝴蝶, 包括来自南美热带雨林的闪烁着绚丽金属光泽的闪蝶、来自东南亚热带岛屿的色彩艳丽的鸟翼凤蝶和非洲热带地区特有的巨型毒蝶。通过700余幅精美清晰的照片和简洁精准的文字描述, 展现了蝴蝶的形态特征, 介绍了蝴蝶的生活习性和地理分布, 并运用精练的语言和典型图例介绍了蝶与蛾的区别、性二型、保护色、警戒色、拟态、保护种类等知识, 读者既能全面了解蝴蝶的基础知识, 又能轻松掌握典型的鉴别特征。

This book selects more than 300 species of rare butterflies in the world, including the Morpho from the rainforests of South America that shines with metallic luster, the brightly colored Cairns birdwing from the tropical islands of southeast Asia, and the giant venomous butterfly endemic to tropical Africa. With 700-plus exquisitely clear photos and concise and precise text descriptions, this book exhibits the morphological characteristics of butterflies, introduces their living habits and geographical distribution, distinguishes butterfly from moth, and explains the knowledge about sex digamety, protective coloration, warning coloration, mimesis and protective species. Readers will fully understand the basic knowledge of butterflies and their typical characteristics for identification.

About Author:

刘广纯, 理学博士, 教授, 沈阳大学和沈阳农业大学博士生导师, 辽宁省城市有害生物治理与生态安全重点实验室主任。

Liu Guangchun, Doctor of Science, is professor and doctoral supervisor of Shenyang University and Shenyang Agricultural University; and Director of Liaoning Key Laboratory of Urban Integrated Pest Management and Ecological Security.



科学 技术 医学
STEM Books



移动群智感知网络 Mobile Crowd Sensing Network

作者: 马华东、赵东

Author: Donghua Ma, Dong Zhao

ISBN: 9787302520184

Publication Date: 2019-02-01

Page Count: 224

About the Book:

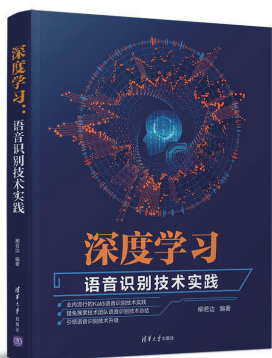
移动群智感知是一种利用普适移动设备有效地搜集数据从而提供各种新颖物联网应用的新模式,具有组网成本低、系统维护易、服务灵活性强的特点,大大提高了物联网应用效率。本书是作者近年来在移动群智感知网络领域科研工作的总结,内容组织上以移动群智感知网络对物联网应用的支撑为角度,全面系统地介绍了移动群智感知网络的基本概念、基本原理、关键技术和典型应用。

Mobile group intelligence is a new model that uses ubiquitous mobile devices to efficiently collect data for new IoT applications. It boasts of low networking cost, easy system maintenance, and strong service flexibility, which greatly enhances the efficiency of the Internet of Things. This book is a summary of the author's research in the field of mobile group-aware network in recent years. The content is based on the support of mobile group-aware network for IoT applications, and comprehensively introduces the basic concepts of mobile group-aware network, fundamental principles, key technologies and typical applications.

About Author:

马华东,教授、博士生导师,国家杰出青年科学基金获得者,教育部长江学者特聘教授,国家973计划项目“物联网体系结构基础研究”首席科学家,国家百千万人才工程入选者。

Ma Huadong, professor, doctoral tutor, recipient of the National Science Fund for Distinguished Young Talents, Distinguished Professor of Changjiang Scholars of the Ministry of Education, Chief Scientist of the National 973 Program "Basic Research on Internet of Things Architecture", and selected by the National 100 Million Talent Project.



深度学习:语音识别技术实践 Deep Learning: Technology and Practice of Voice Recognition

作者: 柳若边

Author: Liu Ruobian

ISBN: 9787302516927

Publication Date: 2019-04-01

Page Count: 292

About the Book:

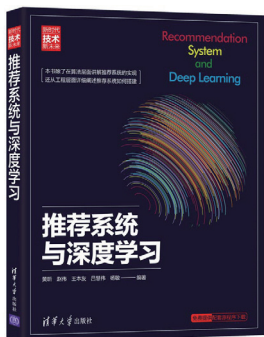
语音识别已经逐渐进入人们的日常生活。语音识别技术是涉及语言、计算机、数学等领域的交叉学科。《深度学习: 语音识别技术实践》介绍了包括C#、Perl、Python、Java在内的多种编程语言实践, 开源语音识别工具包Kaldi的使用与代码分析, 深度学习的开发环境搭建, 卷积神经网络, 以及语音识别中常见的语言模型——N元模型和依存模型等, 让读者快速了解语音识别基础, 掌握开发语音识别程序的算法。本书从语音识别的基础开始讲起, 并辅以翔实的案例, 既适合需要具体实现语音识别的程序员使用, 也适合有一定机器学习或语音识别基础的学生、研究者或从业者阅读。

Speech recognition has gradually entered people's daily life. Such technology is an interdisciplinary subject involving language, computer and mathematics. This book introduces multiple programming language practices (e.g., C#, Perl, Python and Java); employment and code analysis of Kaldi (the open-source speech recognition toolkit); a development environment for deep learning, Convolutional Neural Network, and common language models in speech recognition (e.g., N-tuple model and dependency model), in an aim to help readers quickly understand the basics of speech recognition and master the algorithms for developing speech recognition program. This book starts with the basics of speech recognition, supplemented by informative cases; it is suitable for programmers who need to implement speech recognition, also suitable for students, researchers or practitioners with a background in machine learning or speech recognition.

About Author:

柳若边, 教育培训机构专业讲师。

Liu Ruobian is a lecturer of an education and training institution.



推荐系统与深度学习 Recommendation System and Deep Learning

作者: 黄昕、赵伟、王本友、吕慧伟、杨敏

Author: Huang Xin, Zhao Wei, Wang Benyou, Lv Huiwei, Yang Min

ISBN: 9787302513636

Publication Date: 2019-01-01

Page Count: 220

About the Book:

在图像、音频处理等领域，深度学习技术已成为当之无愧的王者；但在推荐领域，深度学习还处于发展阶段。本书的五位作者均曾就职于腾讯，分别在不同的部门从事与推荐系统相关的实践与研究。本书把作者在推荐系统方面的工作经验予以总结，以帮助想从事推荐系统的工作者或推荐系统爱好者。本书的内容设置由浅入深，从传统的推荐算法过渡到近年兴起的深度学习技术。本书引入了已被实践证明效果较好的深度学习推荐技术，包括Word2Vec、Wide & Deep、DeepFM、GAN 等技术应用，并给出了相关的实践代码；除了在算法层面讲解推荐系统的实现，还从工程层面详细阐述推荐系统如何搭建。

In the fields of image and audio processing, deep learning technology has won the title of “king”, but it is still in its infancy in the field of recommendation. All of the five authors of this book have worked for Tencent, they were engaged in the practice and research related to recommendation system in different departments. This book summarizes the authors’ past working experiences to guide the practitioners who intend to transfer to the domain of recommendation system or the ordinary fans of recommendation system. From easy to difficult issues, the content of this book transits from the traditional recommendation algorithm to the recently emerging deep learning technology. This book introduces deep learning recommendation techniques that have been proved to be effective in practice, including Word2Vec, Wide & Deep, DeepFM and GAN, and gives the related practice code. In addition to explaining the implementation of the recommendation system at the algorithmic level, this book also elaborates how to build the recommendation system at the engineering level.

About Author:

黄昕，现任腾讯音乐集团高级工程师，先后负责QQ音乐、全民K歌等App推荐算法开发及系统架构设计工作。

Huang Xin is senior engineer of Tencent Music. He has been successively taking charge of the development of recommendation algorithms and system architecture design for QQ music, K Songs and other apps.

赵伟，德国达姆施塔特工业大学在读博士生，研究方向包括自然语言处理和信息检索。曾任腾讯知文实验室研究员。

Zhao Wei is a doctoral student at Darmstadt University of Technology majored in natural language processing and information retrieval. He had been a researcher at Tencent Zhiwen Laboratory.

吕慧伟，现任腾讯科技有限公司高级工程师。中国科学院计算技术研究所计算机体系结构博士，MPICH核心开发者。

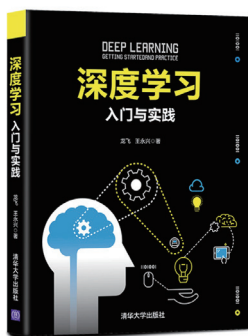
Lv Huiwei is Senior Engineer of Tencent Technology Co., Ltd, and one of the leading developers of MPICH. He graduated from the Institute of Computing Technology, Chinese Academy of Sciences, with a Doctoral Degree in Computer System Architecture.

王本友，意大利帕多瓦大学博士生，欧盟玛丽·居里研究员。曾作为主要成员，从零开始搭建了腾讯云智能客服系统。

Wang Benyou, with a Doctoral Degree granted by Padova University, is a researcher sponsored by the MSCA-IF. He helped build Tencent cloud intelligent customer service system from scratch.

杨敏，现任中国科学院深圳先进技术研究院助理研究员，从事文本挖掘、自然语言处理、人工智能相关领域的研究与开发工作。

Yang Min, research assistant at Shenzhen Institutes of Advanced Technology, Chinese Academy of Sciences, is mainly engaged in R&D work associated with text mining, natural language processing and AI.



深度学习：入门与实践 Deep Learning: Getting Started and Practice

作者：龙飞 王永兴

Author: Long Fei, Wang Yongxing

ISBN: 9787302482789

Publication Date: 2017-10-01

Page Count: 204

About the Book:

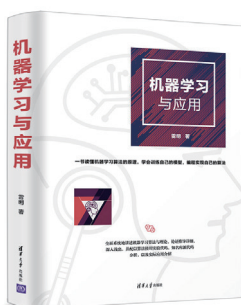
本书由一线资深技术专家撰写，凝结了其自身多年的实践经验，阐述了深度学习的发展历程、相关概念和工作原理，介绍了两个当前流行的深度学习工具：Caffe和TensorFlow，并且初步探讨了强化学习的基本原理和应用。为了帮助初学者快速上手，本书注重从总体框架和脉络上把握深度学习技术，同时在阐述原理时配以简单的实例供读者印证。本书语言生动风趣，以通俗的语言讲述复杂的原理，循循善诱，深入浅出，适合有志于从事人工智能、深度学习相关研究的信息类专业的高年级本科生或研究生阅读，也可供业界准备或正在从事深度学习、机器视觉等相关研发工作的工程技术人员参考。

The book is written by front-line senior technical experts with years of practical experience. It elaborates on the development path, relevant ideas and working principles of deep learning, introduces two currently popular tools Caffe and TensorFlow, and also touches on basic principles and applications of Reinforcement Learning (RL). To help beginners get started quickly, the book provides a clear outline of the framework and knowledge system, and provides simple examples to illustrate complex principles. This book explains complex theories in simple and vivid language step by step. It can be used as reading materials for senior undergraduates or postgraduates of information majors who are interested in artificial intelligence, deep learning and related research, and can also be a reference for engineering and technical professionals prepared or already engaged in deep learning, machine vision and other related R&D work.

About Author:

龙飞：高级工程师，博士毕业于清华大学，香港科技大学博士后。曾供职于中国电子科技集团公司第五十四研究所。现任中国搜索创新研发部总监。负责公司互联网创新产品和人工智能、大数据相关项目的研发。

Long Fei : Senior engineer. He got a doctor degree at Tsinghua University and is a postdoctoral fellow of Hong Kong University of Science and Technology (HKUST). He worked for the 54th Research Institute of China Electronics Technology Group Corporation (CETC54). He is director of Innovation and Research and Development of www.ChinaSo.com, responsible for the R&D of internet innovation, artificial intelligence and big data projects.



机器学习与应用 Machine Learning and Its Application

作者: 雷明

Author: Lei Ming

ISBN: 9787302514688

Publication Date: 2019-01-01

Page Count: 596

About the Book:

本书是机器学习和深度学习领域的入门与提高教材,系统、深入地讲述机器学习与深度学习的主流方法与理论,并紧密结合工程实践与应用。全书由21章组成,共分为三大部分。第1~3章为第一部分,介绍机器学习的基本原理、所需的数学知识(包括微积分、线性代数、概率论和最优化方法),以及机器学习中的核心概念。第4~20章为第二部分,介绍各种常用的有监督学习算法、无监督学习算法、半监督学习算法和强化学习算法。第21章为第三部分,介绍机器学习和深度学习算法,实际应用时面临的问题,并给出典型的解决方案。此外,附录A给出各种机器学习算法的总结,附录B给出梯度下降法的演化关系,附录C给出EM算法的推导。

This book is a teaching material for introduction to and improvement of the knowledge of machine learning and deep learning. It systematically and profoundly describes the mainstream methods and theories of machine learning and deep learning, and closely links them with engineering practice and application. This book consists of 3 parts and 21 chapters: Chapters 1~3 (Part 1) respectively introduce the basic principle of machine learning, the required mathematical knowledge (including calculus, linear algebra, probability theory and optimization methods), and the core concepts of machine learning. Chapters 4~20 (Part 2) introduce some common supervised learning algorithms, unsupervised learning algorithms, semi-supervised learning algorithms and reinforcement learning algorithms. Chapter 21 (Part 3) introduces machine learning and deep learning algorithms, and presents typical solutions to the problems cropping up in practice. Appendix A summarizes the various machine learning algorithms, Appendix B presents the evolutionary relationship of gradient descent method, and Appendix C shows the derivation of EM algorithm.

About Author:

雷明,硕士毕业于清华大学计算机系,有超过12年的计算机视觉、机器学习、深度学习学术研究与产品研发经验。曾就职于百度,现为深圳市智美达科技股份有限公司CTO、平台研发中心负责人。

Lei Ming, graduated from Tsinghua University with a Master's Degree in Computer Science, has over 12 years of experiences in academic research and product R&D of computer vision, machine learning and deep learning. Lei had been working at Baidu, he is now CTO and Head the Platform R&D Center of ZMODO Technology Corp., Ltd.



机器学习：算法背后的理论与优化 Machine Learning: the Theory and Optimization Behind the Algorithm

作者：史春奇、卜晶玮、施智平

Author: Shi Chunqi, Pu Jingyi, Shi Zhiping

ISBN: 9787302517184

Publication Date: 2019-07-01

Page Count: 204

About the Book:

本书深入浅出地介绍了机器学习的代表性算法，并揭示其背后隐含的统计学习理论，是人工智能、机器学习方向的入门和进阶专业材料。本书针对机器学习领域中最常见的一类问题——有监督学习，从入门、进阶、深化三个层面由浅入深地进行了讲解。三个层面包括基础入门算法、核心理论及理论背后的数学优化。入门部分用以逻辑回归为代表的广义线性模型为出发点，引入书中所有涉及的知识点；进阶部分的核心理论涵盖了经验风险最小、结构风险最小、正则化及统一的分类边界理论；深化部分的数学优化则主要包括最大熵原理、拉格朗日对偶等理论在数学上的推导，以及对模型求解的主流最优化方法的探讨等。

This book introduces the representative algorithms of machine learning in simple terms, reveals the statistical learning theory behind it; it is an introductory and advanced professional material for AI and machine learning. This book addresses the problem of supervised learning—one of the most common problems in machine learning—in three parts as introduction, advancement and deepening. All of the three parts involve basic introductory algorithms, core theories and mathematical optimization behind the theories. The introduction part uses the generalized linear model represented by logistic regression as the starting point and briefs on all the knowledge points involved in the book. In the advancement part, the core theories refer to empirical risk minimization, structural risk minimization, regularization and unified border theories. In the deepening part, the mathematical optimization includes the mathematical derivation of the maximum entropy principle, Lagrange duality and other theories, as well as the discussion of the mainstream optimization method for model solution.

About Author:

史春奇，博士毕业于日本京都大学，美国Brandeis University博士后，现为港辉金融信息副总裁，曾任通用电气（中国）有限公司资深数据科学家。

Shi Chunqi is Vice President of Ganghui Financial Information Services (Shanghai) Limited. He had been senior data scientist of General Electric (China). Shi received a Doctoral Degree from Kyoto University and held a post-doctoral position in Brandeis University.



大话数据恢复 Big Talk Over Data Restoration

作者: 陈培德

Author: Chen Peide

ISBN: 9787302506935

Publication Date: 2019-04-01

Page Count: 404

About the Book:

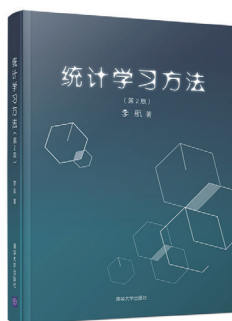
本书介绍了文件系统与数据恢复的基本概念、硬盘基础知识与数据恢复相关知识、虚拟硬盘工具使用与磁盘编辑软件WinHex的使用;以实例形式详细讲解MBR分区与GPT分区的管理方式, FAT32文件系统整体布局、文件及文件夹的管理方式等, NTFS文件系统整体布局、元文件的作用、索引目录的管理等;以案例形式介绍了数据恢复的基本思路、方法与步骤。本书内容丰富, 重点突出, 可读性强。

This book explains the fundamental concepts and the basic knowledge of file systems, hard disks and data recovery, and the usage of virtual hard disk tools and disk editing software like WinHex; it expounds in details on the management of MBR partitions and GPT partitions, the overall layout of FAT32 and NTFS file system, the management of FAT32 files and folders, the role of NTFS metafiles, the management of NTFS index catalogs, etc.; and explicates with detailed cases the basic ideas, methods and steps of data recovery. This book has been recommended because of its richness in the content, its focusing on the subject, and its easy readability.

About Author:

陈培德, 现就职于云南大学信息学院, 研究方向: 文件系统与数据恢复技术。

Chen Peide is now working at the School of Information, Yunnan University; mainly engaged in the research of file system and data recovery technology.



统计学习方法（第2版） Statistical Learning Methods (2nd edition)

作者：李航

Author: Li Hang

ISBN: 9787302517276

Publication Date: 2019-05-01

Page Count: 484

About the Book:

《统计学习方法》第1版于2012年出版，截至2019年4月本书共印刷25次、152000册，得到了广大读者的欢迎和支持。本书全面系统地介绍了统计学习的主要方法，共分两篇。第一篇系统介绍监督学习的各种重要方法，包括决策树、感知机、支持向量机、最大熵模型与逻辑斯谛回归、推进法、多类分类法、EM算法、隐马尔科夫模型和条件随机场等；第二篇介绍无监督学习，包括聚类、奇异值、主成分分析、潜在语义分析等。两篇中，除概论和总结外，每章介绍一或二种方法。本书是一部机器学习的基本读物，要求读者拥有高等数学、线性代数和概率统计的基础知识。

First published in 2012, Statistical Learning Methods has been printed 25 times with 152,000 copies by April, 2019, welcomed and liked by a wide range of readers. This book comprehensively and systematically expounds on the primary methods of statistical learning in two parts. The first part gives an elaboration on the various important supervised learning methods including decision tree, perceptron, support vector machine, maximum entropy model and logistical regression, advancing method, multi-class classification, EM algorithm, Hidden Markov Model (HMM) and conditional random field, etc. The second part gives an introduction to unsupervised learning methods including clustering, singular value, principal component analysis, latent semantic analysis, etc. Except for the introduction and conclusion part, each chapter in the book presents readers with one or two statistical learning methods. Although a primer on the subject of machine learning, this book requires some basic knowledge of advanced mathematics, linear algebra, and probability statistics of readers for understanding.

About Author:

李航，毕业于日本京都大学电气电子工程系，日本东京大学获得计算机科学博士学位。现任今日头条人工智能实验室主任。

Li Hang is Director of the AI laboratory of Toutiao.com. He graduated from the Department of Electrical and Electronic Engineering, Kyoto University, and later received his Doctoral Degree in Computer Science from University of Tokyo.



深度学习实践: 计算机视觉 Deep Learning Practice: Computer Vision

作者: 缪鹏

Author: Miu Peng

ISBN: 9787302517900

Publication Date: 2019-02-01

Page Count: 260

About the Book:

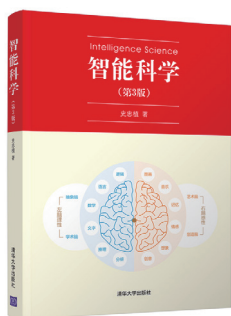
本书主要介绍了深度学习在计算机视觉方面的应用及工程实践,以Python 3为开发语言,并结合当前主流的深度学习框架进行实例展示。主要内容包括:OpenCV入门、深度学习框架介绍、图像分类、目标检测与识别、图像分割、图像搜索以及图像生成等,涉及到的深度学习框架包括PyTorch、TensorFlow、Keras、Chainer、MXNet等。通过本书,读者能够了解深度学习在计算机视觉各个方向的应用以及最新进展。本书的特点是依托工业环境的实践经验,具备较强的实用性和专业性。

This book, with Python 3 as the development language and use of the currently dominant deep learning frameworks for demonstration, mainly introduces the application and engineering practice of deep learning in computer vision. The main content of this book is as follows: overview of OpenCV, introduction to deep learning frameworks, image classification, object detection and identification, image segmentation, image search and generation; the deep learning frameworks involved refer to PyTorch, TensorFlow, Keras, Chainer and MXNet. Through reading this book, readers will understand the application of deep learning in various domains of computer vision and its latest progress. With detailed explanations of rich practical cases, this book features strong practicability and professionalism.

About Author:

缪鹏,某985高校物理硕士,长期从事企业虚拟化和深度学习图像算法方面的工作。现为广州棒谷科技有限公司AI-CV核心成员。

Miu Peng is a core member of the AI-CV development team of Guangzhou Banggood Network Technology Co., Ltd. He has been working on enterprise virtualization and deep learning image algorithms for years. Miu holds a Master's Degree granted by one of the universities of "985 Project".



智能科学（第3版） Intelligence Science (3rd edition)

作者：史忠植

Author: Shi Zhongzhi

ISBN: 9787302515494

Publication Date: 2019-07-01

Page Count: 262

About the Book:

智能科学研究智能的本质和实现技术,是由脑科学、认知科学、人工智能等创建的前沿交叉学科。脑科学从分子水平、细胞水平、行为水平研究自然智能机理,建立脑模型,揭示人脑的本质;认知科学是研究人类感知、学习、记忆、思维、意识等人脑与心智活动过程的科学;人工智能研究用人工的方法和技术,模仿、延伸和扩展人的智能,实现机器智能。本书系统地介绍智能科学的概念和方法,吸收了脑科学、认知科学、人工智能、信息科学、形式系统、哲学等方面的研究成果,探索自然智能和机器智能的机理与规律。

Intelligence science, which studies the essence and implementation technology of intelligence, is a frontier interdisciplinary subject constituted by brain science, cognitive science and AI. Brain science studies the mechanism of natural intelligence from the molecular, cellular and behavioral perspectives, and develops brain models, in an aim to reveal the nature of human brain. Cognitive science studies human perception, learning, memory, thinking, consciousness, and other human brain and mental processes. AI research employs artificial means and techniques to imitate, extend and expand human intelligence, for the purpose of implementing machine intelligence. This book systematically introduces the concepts and methods of intelligence science; exhibits the research achievements in brain science, cognitive science, AI, information science, formal system and philosophy; and probes into the mechanism and rules of natural intelligence and machine intelligence.

About Author:

史忠植,中国科学院计算技术研究所研究员,中国计算机学会会士,中国人工智能学会会士,IEEE高级会员,IFIP TC12 智能主体工作组主席。博士生导师。

Shi Zhongzhi is researcher and doctoral supervisor of the Institute of Computing Technology, Chinese Academy of Sciences; member of China Computer Federation; member of Chinese Association for Artificial Intelligence; IEEE senior member; and Chairman of IFIP TC12 intelligent agent working group.



人工智能与信息感知 Artificial Intelligence and Information Sensing

作者: 王雪

Author: Wang Xue

ISBN: 9787302499756

Publication Date: 2018-06-01

Page Count: 368

About the Book:

本书着眼于人工智能与信息感知的交叉领域,依据信息感知系统的组成、特点以及信息感知过程,以感知、融合、智能处理为主线,重点介绍了面向信息感知处理背景下的人工智能前沿理论与方法。本书涵盖了信息感知、数据融合、神经计算、深度学习、支持向量机、模糊计算、遗传算法和粒群智能等内容,为人工智能未来的发展提供了新的方向。本书逻辑清晰、内容严谨、算例丰富,具有极高的学术价值,堪称本领域不可多得的佳作。本书可作为高等院校相关专业本科生、研究生的教材。

The book, with a focus placed on the crossing field of AI and information perception, examines the composition, features and operation process of the information perception system, follows the cardinal line of perception, fusion and intelligent processing, emphatically introduces the frontier theories and methods of AI in the context of information perception processing. The content in this book is respectively about information perception, data fusion, neural computing, deep learning, support vector machine, fuzzy computing, genetic algorithms and swarm intelligence, which point out a new direction for the development of AI in the future. With a clear logic, rigorous narration and abundant examples, this book boasts a high academic value and can be regarded as a rare piece of work in this field. It can be used as a textbook for undergraduates and postgraduates of relevant majors.

About Author:

王雪,教授,清华大学精密仪器系副系主任,精密测试及仪器国家重点实验室副主任。主要研究领域:智能传感与信息感知技术、物联网与测量大数据信息处理、人工智能及其应用。

Prof. Wang Xue is Deputy Director of the Department of Precision Instruments, Tsinghua University, and Deputy Director of Tsinghua's State Key Laboratory of Precision Measurement Technology and Instruments; mainly dedicated to studying the Intelligent sensing and information perception technology, IOT testing and big data information processing, AI and its application.



人工智能：商业化落地实战 Artificial Intelligence: Actual Combat of Commercialization

作者：韩东、陈军

Author: Han Dong, Chen Jun

ISBN: 9787302511564

Publication Date: 2018-12-01

Page Count: 203

About the Book:

人工智能的发展已经成为趋势。在这一时代背景下，本书选取最具代表性的AI科技与AI产品进行系统的讲述。在介绍理论时，本书会结合经典案例进行解读，以便让晦涩的理论变得易于理解。而且书中选取的案例都极具代表性，以便文章的内容更加生动形象，活泼有趣。当然，本书并不是简单的案例描述，而是系统分析AI产品案例成功的要点，让致力于AI产品落地的读者能够学到更多的落地技巧。本书介绍的大量优秀的AI应用、AI产品、AI专家及AI公司的案例，非常具有参考价值。例如，亚马逊的Echo智能音箱、IBM的智能医疗、谷歌的无人驾驶、百度的度秘智能语音系统等。

The development of AI has become an inevitable trend. Against this background, this book comes out to provide readers a systematic description of the most representative AI technologies and products, which are carefully selected by the authors. The cases introduced in this book are related to AI applications, products, experts and companies; they are so vivid that the obscure theories are easy to understand, and the content is intriguing. This book is not a simple case description, it probes into the root causes for these AI products to succeed, which will transmit AI landing techniques to readers that are interested in this field. These classic cases, e.g., Amazon Echo, IBM Smart Medicine and Baidu DuerOS, are really enlightening and prospective.

About Author:

韩东，毕业于德国马克斯·普朗克研究院计算机研究所，北京深知无限人工智能研究院前合伙人兼CEO。

Hang Dong is a graduate from Max Planck Institute for Computer Science; and ex-partner and CEO of Beijing Artificial Intelligence Technology Center (AITC).

陈军，高级工程师，天使投资人，中国电子商务协会人工智能发展工作委员会顾问。

Chen Jun is senior engineer, angel investor, and also advisor of the Artificial Intelligence Development Work Committee under China Electronic Commerce Association.



数字信号处理（第2版） Digital Signal Processing (Second Edition)

作者：姚天任

Author: Yao Tianren

ISBN: 9787302492542

Publication Date: 2018-01-01

Page Count: 616

About the Book:

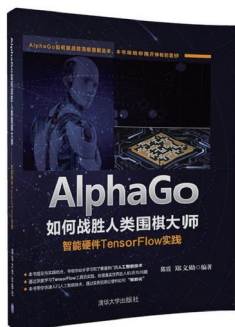
本书系统介绍数字信号处理的基本理论、重要概念和设计方法。第1章，综述数字信号处理学科的内容、发展概况和应用领域；第2章，介绍离散时间信号和离散时间系统的基本理论；第3章，讨论离散傅里叶变换的理论及其快速算法；第4章，介绍FIR和IIR滤波器的各种结构和有限字长效应；第5章，介绍FIR和IIR数字滤波器的设计方法，以及微分器和Hilbert变换器的设计方法；第6章，讨论多速率数字信号处理。

This book systematically introduces the basic theory, important concepts and design methods of digital signal processing. It encompasses 6 chapters: Chapter 1 outlines the content, development course and application of digital signal processing. Chapter 2 expounds the basic theories of discrete-time signal and discrete-time system. Chapter 3 interprets the theory of discrete Fourier transform and its fast algorithm. Chapter 4 dissects the various structures of FIR and IIR filters and the finite word-length effect. Chapter 5 explains how to design FIR and IIR digital filters, differentiator and Hilbert converter. Chapter 6 analyzes the multi-rate digital signal processing.

About Author:

姚天任，华中科大教授所著，从事数字信号处理教学和科研40多年。

Yao Tianren, professor of Huazhong University of Science and Technology, has been dedicated to teaching and researching digital signal processing for more than 40 years.



AlphaGo如何战胜人类围棋大师 ——智能硬件TensorFlow实践 How AlphaGo Win over Go Masters: TensorFlow Practice

作者: 陈震 郑文勋

Author: Chen Zhen, Zheng Wenxun

ISBN: 9787302492702

Publication Date: 2018-07-01

Page Count: 132

About the Book:

本书主要阐述了当前机器智能的热点技术——深度学习和强化学习技术的原理。在此基础上,介绍AlphaGo结合深度学习和强化学习技术,如何战胜人类围棋大师的原理。接下来,将深度学习的理论转化为实践,给出如何通过掌握TensorFlow和Keras深度学习框架,制作声控智能硬件的例子,同时给出机器视觉的对象检测案例,指导读者逐步学习使用深度学习技术。本书的主要特点是实践操作,用实用可运行的案例来上手。本书可作为实践入门指导书,适用于对机器智能有兴趣的高年级本科生,也适合于对机器智能有兴趣的人员参考。

This book firstly elaborates on the principles of popular machine intelligence technologies – deep learning and reinforcement learning. On this basis, it explains how AlphaGo defeated Go masters by combining deep learning and reinforcement learning technologies. Then it argues to translate the theory of deep learning into practice, gives an example of how to make voice-controlled intelligent hardware with the TensorFlow and Keras deep learning frameworks; and in the meantime gives an object detection case based on machine vision, for the purpose of guiding readers to employ deep learning step by step. The main feature of this book is practical operation, so there are rich pragmatic cases in it. This book can be used as a guidebook for senior undergraduates and others that interested in machine intelligence.

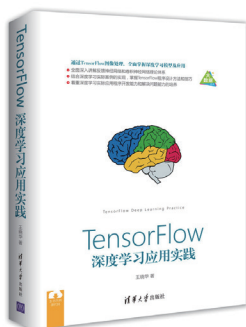
About Author:

陈震,清华大学iCenter智能系统实验室主任;从事互联网、数据管理与智能系统的教研工作;长期指导本科生科研训练计划项目(SRT)。

Chen Zhen is Director of the iCenter Intelligent System Laboratory, Tsinghua University; and an advisor of the Student Research Train Program (SRT). He has been engaged in teaching and studying the Internet, data management and intelligent system.

郑文勋,就职于阿里巴巴北京总部,清华大学自动化系硕士研究生(2014—2018),毕业于清华大学物理基科班(2011—2014)。

Zheng Wenxun is now working at Alibaba's headquarters in Beijing. He received his Bachelor's Degree in Basic Sciences from the Department of Physics, Tsinghua University (2011-2014), and later received his Master's Degree from Tsinghua's Department of Automation (2014-2018).



TensorFlow深度学习应用实践 TensorFlow Deep Learning Practice

作者: 王晓华

Author: Wang Xiaohua

ISBN: 9787302487951

Publication Date: 2018-01-01

Page Count: 476

About the Book:

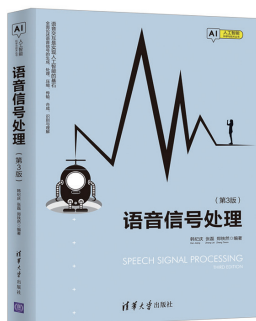
本书总的指导思想是在掌握深度学习的基本知识和特性的基础上,培养使用TensorFlow进行实际编程以解决图像处理相关问题的能力。本书共22章,内容包括Python类库的安装和使用、TensorFlow基本数据结构和使用、TensorFlow数据集的创建与读取、人工神经网络、反馈神经网络、全卷积神经网络的理论基础、深度学习模型的创建、模型的特性、算法、ResNet、Slim、GAN等。本书强调理论联系实际,重点介绍TensorFlow编程解决图像识别的应用,提供了大量数据集,并以代码的形式实现了深度学习模型,以供读者参考。

The author intends to develop readers' ability to use TensorFlow for practical programming so as to solve the picture processing problems – which is the guiding thought of this book. There are 22 chapters in this book, with the content involving the installation and use of Python class library; basic data structure and usage of TensorFlow; creation and reading of TensorFlow dataset; theoretical basis of Artificial Neural Network, Feedback Neural Network and Convolutional Neural Network; creation of Deep Learning Model; model features, algorithms, ResNet, Slim and GAN. This book stresses the link between theory and practice, emphatically introduces the application of TensorFlow programming for image identification, showcases a large-scale dataset, implements the Deep Learning Model in the form of code, for readers' reference.

About Author:

王晓华,高校资深计算机专业讲师,给研究生和本科生讲授面向对象程序设计、数据结构、Hadoop程序设计等相关课程。主要研究方向为云计算、数据挖掘。

Wang Xiaohua is a senior teacher in computer science, giving lectures on object-oriented programming, data structure and Hadoop programming to both graduate and undergraduate students. Wang has been dedicated to the study on cloud computing and data mining.



语音信号处理 (第3版) Speech Signal Processing (Third Edition)

作者: 韩纪庆、张磊、郑铁然

Author: Han Jiqing, Zhang Lei, Zheng Tieran

ISBN: 9787302517603

Publication Date: 2019-05-01

Page Count: 436

About the Book:

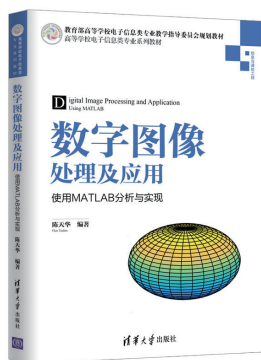
本书汇集了作者多年来在教学和科研工作中的实践经验,全面论述语音信号的生成、处理、压缩、传输、合成、识别与理解,系统地阐述了语音信号的前端处理技术、语音编码技术、语音识别和说话人识别技术等内容。同时,书中也介绍了构建系统的常用开源工具,如用于隐马尔可夫模型(HMM)系统的HTK工具和用于深度学习系统的Kaldi工具。本书可作为高等院校计算机应用、信号与信息处理、通信与电子系统等专业及学科的高年级本科生、研究生教材,也可供该领域的科研及工程技术人员参考。

This book is a collection of the author's years of practical experience in teaching and research, in which a comprehensive discussion on the generation, processing, compression, transmission, synthesis, recognition and understanding of speech signals, and a systematical exposition on the front-end processing technology of speech signal, speech coding technology, speech recognition and speaker recognition technologies are fully elaborated. Some commonly-used open source tools for building systems are also introduced in the book, like the HTK tools for HMM systems and Kaldi tools for deep learning systems. This book can be used as teaching materials for senior undergraduate and graduate students from such majors and disciplines in colleges and universities as computer application, signal and information processing, communication and electronic system and etc. It can also be used as reference materials for scientific researchers and engineering technicians in the field.

About Author:

韩纪庆,现任哈尔滨工业大学计算机科学与技术学院教授、博士生导师。长期从事语音信号处理、音频信息处理等领域的教学与科研工作。

Han Jiqing is professor and doctoral supervisor of the School of Computer Science and Technology, Harbin Institute of Technology. He has been engaged in teaching and doing scientific research in the fields of speech signal processing and audio information processing.



数字图像处理及应用 ——使用MATLAB分析与实现 Digital Image Processing and Application Using MATLAB

作者: 陈天华

Author: Chen Tianhua

ISBN: 9787302515043

Publication Date: 2019-01-01

Page Count: 352

About the Book:

本书系统地介绍了数字图像处理的基本概念和理论、基本方法和算法。全书共分12章,从内容上可分为3大部分。第1部分是数字图像处理的基础知识,包括图像处理的基本概念及相关基础。第2部分是数字图像处理方面的核心内容,系统地讨论了数字图像处理中的各种基本技术,包括图像处理的各种变换、图像处理的基本运算、图像空域增强技术、图像频域增强技术、彩色图像处理、图像复原和图像编码技术等。第3部分是图像分析和理解方面的内容,由浅入深地介绍了图像分割、数学形态学、图像特征与理解等方面的内容。

This book systematically introduces the basic concepts and theories, methodologies and algorithms of digital image processing, which is divided into 12 chapters and three parts. Part 1 presents the general knowledge about digital image processing, including the basic concepts and backgrounds of the subject. Part 2 as the core content of the book systematically discusses the basic technologies of digital image processing, including various transformations, basic operations, image domain enhancement, image frequency domain enhancement, color image processing, image restoration and image coding. Part 3 is unfolded around image analysis and image understanding, introducing the ideas about image segmentation, mathematical morphology, image characteristics and image understanding.

About Author:

陈天华,教授、硕士生导师,先后任职于原航空航天工业部和中国人民银行信息技术部门,从事信号处理及图像处理方面的研究工作。现任北京工商大学计算机与信息工程学院教授、电子信息系主任。

Chen Tianhua is professor and master's supervisor of the School of Computer and Information Engineering, Beijing Technology and Business University (BTBU); and Director of the BTBU's Department of Electronic Information. He had been working in the former Ministry of Aerospace Industry and the IT Department of People's Bank of China, mainly engaged in signal processing and image processing research.



大话计算机

——计算机系统底层架构原理极限剖析

Big Talk about Computer

- Analysis of the Underlying Principles of Computer Architecture

作者: 冬瓜哥

Author: Brother Wax Gourd

ISBN: 9787302526476

Publication Date: 2019-05-01

Page Count: 1540

About the Book:

现代计算机系统的软硬件架构十分复杂，是所有IT相关技术的根源。本书尝试从原始的零认知状态开始，逐步从最基础的数字电路一直介绍到计算机操作系统以及人工智能。本书用通俗的语言、恰到好处的疑问、符合原生态认知思维的切入点，来帮助读者洞悉整个计算机底层世界。本书在写作上遵循“先介绍原因，后思考，然后介绍解决方案，最终提炼抽象成概念”的原则。全书脉络清晰，带领读者重走作者的认知之路。本书集科普、专业为一体，用通俗详尽的语言、图表、模型来描述专业知识。本书适合所有IT行业从业者阅读。

The complex hardware and software architecture of the modern computer system is the root of all IT-related technologies. The book starts with a primitive state of zero cognition, firstly introduces the most basic digital circuits, and then shifts to computer operating systems and AI. This book uses plain language, well-placed questions and the entry points in line with the primitive cognitive thinking, so as to help readers gain insight into the entire bottom rung of the computer world. This book follows a writing principle of “firstly explain the reasons, think about them, then present the solution, and finally abstract it into a concept”. The book is clearly-organized, it is able to lead readers to retrace the cognitive path of the author. This book is a collection of popular science and professional knowledge which is explained with simple terms, diagrams and models. It is suitable for all IT practitioners.

About Author:

冬瓜哥（张冬），现任某半导体公司系统架构师，喜钻研，著有《大话存储》系列图书。

Brother Wax Gourd (with real name as Zhang Dong) is a system architect in a semiconductor company. He is author of Big Talk about Storage.



云计算与大数据技术 Cloud Computing and Big Data Technologies

作者: 吕云翔、钟巧灵、张璐、王佳玮

Author: Lv Yunxiang, Zhong Qiaoling, Zhang

Lu, Wang Jiawei

ISBN: 9787302501466

Publication Date: 2018-10-01

Page Count: 188

About the Book:

本书在阐述云计算和大数据关系的基础上,介绍了云计算和大数据的基本概念、技术及应用。全书内容如下:第1~4章讲述云计算的概念和原理,包括云计算的概论、基础、虚拟化、应用;第5~8章讲述大数据概述及基础,包括大数据概念和发展背景、大数据系统架构概述、分布式通信与协同、大数据存储;第9~13章讲述大数据处理,包括分布式处理、Hadoop MapReduce解析、Spark解析、流计算、集群资源管理与调度;第14章讲述综合实践(在OpenStack平台上搭建Hadoop并进行数据分析)。

This book unfolds the basic concepts, technologies and applications of cloud computing and big data based on a clarification on the relationship between cloud computing and big data. The contents of the book are as follows: Chapters 1~4 describe the relevant concepts and principles of cloud computing, including an introduction and an elucidation on the foundation, virtualization, and application of cloud computing. Chapters 5~8 incorporate the overview and the foundation of big data, including some basic concepts and backgrounds, an overview on the architecture of big data system, and the knowledges about distributed communication and collaboration and big data storage; Chapters 9~13 clarify on big data processing, including distributed processing, Hadoop MapReduce parsing, Spark parsing, stream computing, cluster resource management and scheduling; Chapter 14 introduces some comprehensive practice on cloud computing and big data (building Hadoop and analyzing data on the OpenStack platform).

About Author:

吕云翔,比利时布鲁塞尔自由大学应用科学学院应用信息技术专业 硕士、经济学院工商管理专业硕士。具有多年的软件开发、项目管理、计算机教学经验。

Lv Yunxiang is Master of Applied Information Technology, School of Applied Sciences of ULB; and Master of Business Administration, School of Economics of ULB. Lv has years of experiences in software development, project management and computer science teaching.



主数据驱动的数据治理——原理、技术与实践 Data Governance Driven by Master Data: Principles, Technologies and Practices

作者：王兆君、王钺、曹朝辉

Author: Wang Zhaojun, Wang Yue, Cao Zhaohui

ISBN: 9787302522959

Publication Date: 2019-04-01

Page Count: 376

About the Book:

“数据”已成为企业的一项宝贵的战略资产。为了使庞大的数据发挥更大的价值，企业必须着眼于数据治理和综合利用。主数据驱动的数据治理是指从企业杂乱的数据中捕捉具有高业务价值的关键数据进行管理，提高整体数据的质量，全面增强企业竞争力。本书涵盖了主数据治理的关键主题：数据资产、数据治理框架、治理模型、治理方法、治理过程、治理产品、治理案例、模型框架、数据集成、数据质量、数据安全等。

“Data” have become a valuable strategic asset of enterprises. In order to maximize the value of mass data, enterprises shall pay special attention to data governance and comprehensive utilization. The operational principle of data governance driven by master data is as follows: among the chaotic and massive data of enterprises, capture the key data with high-business value for governance, for the purpose of improving the quality of the overall data and building up the competitiveness of enterprises in an all-round manner. This book covers the following key topics on master-data governance: data asset; data governance framework; governance model, methods, process, typical products and cases; model framework; data integration, quality and security, etc.

About Author:

王兆君，高级工程师，北京三维天地科技有限公司高级副总裁。在企业信息化领域服务30年。

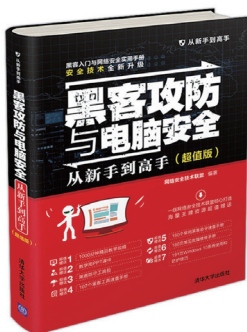
Wang Zhaojun is senior engineer and Senior Vice President of Beijing SunwayWorld Science & Technology Co., Ltd. Having been dealing with enterprise informatization for 30 years.

王钺，博士，清华大学电子工程系副研究员。长期从事数据治理领域的研究工作。

Dr. Wang Yue is associate researcher of the Department of Electronic Engineering, Tsinghua University. He has been engaged in the research data governance for years.

曹朝辉，数据标准化资深专家。从事信息标准化咨询和实施工作超过15年。

Cao Zhaohui, senior expert in data standardization He has spent for over 15 years in information standardization consulting and implementation.



黑客攻防与电脑安全从新手到高手 (超值版)

How to be a Master in Hacker Attack &
Defense and Computer Security
(Value Edition)

作者: 网络安全技术联盟

Author: Cybersecurity Technology Alliance

ISBN: 9787302473718

Publication Date: 2017-9-1

Page Count: 320

About the Book:

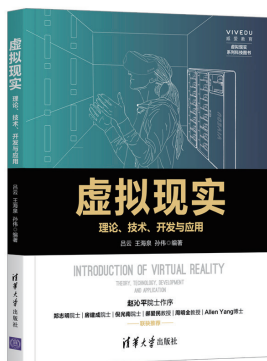
本书在剖析用户进行黑客防御中迫切需要或想要用到的技术时,力求对其进行傻瓜式的讲解,使读者对网络防御技术有一个系统的了解,能够更好地防范黑客的攻击。全书共分为17章,包括电脑安全快速入门、系统漏洞与安全的防护策略、系统入侵与远程控制的防护策略、电脑木马的防护策略、电脑病毒的防护策略、系统安全的终极防护策略、文件密码数据的防护策略、磁盘数据安全的防护策略、系统账户数据的防护策略、网络账号及密码的防护策略、网页浏览器的防护策略、移动手机的防护策略、平板电脑的防护策略、网上银行的防护策略、手机钱包的防护策略、无线蓝牙设备的防护策略、无线网络安全防护策略等内容。

While dissecting the techniques that users desperately need for hacker defense, this book uses simple terms to provide readers a systematic knowledge of cybersecurity techniques, and teaches them to do better in guarding against hacker attack. The book is divided into the following 17 chapters: introduction to computer security; system vulnerability and security; system intrusion and remote control; protection against Trojans; protection against viruses; ultimate protection of system security; protection of file passwords; protection of disk data; protection of system account data; protection of social-media accounts and passwords; protection of web browsers; protection of mobile phones; protection of tablets; protection of online banking services; protection of mobile wallets; protection of Bluetooth devices; and protection of wireless network security.

About Author:

本书由长期研究网络安全知识的网络安全技术联盟编著。

This book is written by China's Cybersecurity Technology Alliance which has been engaged in network security research for years.



虚拟现实——理论、技术、开发与应用 Introduction of Virtual Reality: Theory, Technology, Development and Application

作者: 吕云、王海泉、孙伟

Author: Lv Yun, Wang Haiquan, Sun Wei

ISBN: 9787302522744

Publication Date: 2019-04-01

Page Count: 256

About the Book:

本书全面系统地讲解了虚拟现实基础理论、核心技术、开发流程以及实际应用。全书分为 8 章, 主要内容包括: 虚拟现实发展过程, 虚物实化技术, 实物虚化技术, 增强现实、混合现实相关技术, 移动VR、VR 一体机及基于主机的 VR, 虚拟现实平台, 虚拟现实内容设计, 虚拟现实内容制作方式, 交互功能开发, 虚拟现实开发引擎, 虚拟现实内容开发案例, 以及虚拟现实在游戏、影视、社交、教育、电子商务、旅游和医疗等领域和行业的应用案例。

This book comprehensively and systematically explains the basics, core technology, development process and application of virtual reality (VR). This book is divided into 8 chapters, their content is mainly about VR development process; VR technology; real objects virtualizing; augmented reality; MR technology; Mobile VR, VR all-in-one and host-based VR, VR-Platform; VR content design; VR content production; interactive function development; VR development engine; VR development cases; as well as VR application in game, film & TV, social activity, education, e-commerce, tourism, medical care and other fields and industries.

About Author:

吕云, 博士, 副教授, 北京航空航天大学软件学院虚拟现实技术与应用研究生培养方向副主任。

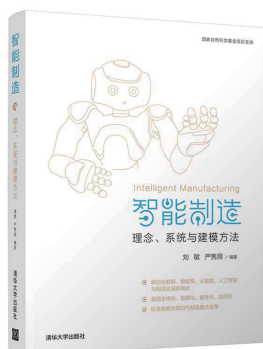
Lv Yun is doctor, associate professor and Deputy Director of the Graduate Training Program in VR Technology and Application, School of Software, Beijing University of Aeronautics and Astronautics (BUAA).

王海泉, 博士、副教授, 北京航空航天大学硕士生导师。

Wang Haiquan is doctor, associate professor and master's supervisor of BUAA.

孙伟, 博士、教授, 北京航空航天大学软件学院创始院长。

Sun Wei is doctor, professor and founding dean of BUAA's School of Software.



智能制造：理念、系统与建模方法 Intelligent Manufacturing: Concepts, System and Modeling Methods

作者：刘敏、严隽薇

Author: Liu Min, Yan Juanwei

ISBN: 9787302506249

Publication Date: 2019-04-01

Page Count: 400

About the Book:

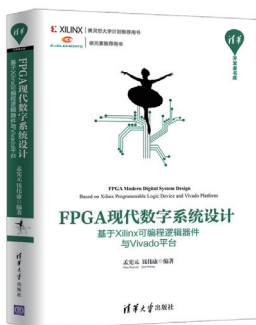
移动互联网、大数据、人工智能等新一代信息技术与制造业深度融合，孕育了智能制造的新理念。本书以智能制造理念为起点，讲述了新一代信息技术对传统制造企业的渗透、支持、冲击和融合，给制造业带来的挑战和机遇，以及制造模式的变革、制造系统的发展及建模方法论；探讨了包括智能产品、智能制造过程、智能管理和服务、智能制造模式、智能制造基础关键技术等内容的智能制造技术体系，以及面向网络协同的智能工厂架构和智能企业协作框架；详细介绍了智能制造系统的组成、制造系统的建模方法和相关的基础关键技术等内容。

Thanks to the deep integration of the new-generation IT (e.g., mobile Internet, big data and AI) with the manufacturing industry, the new concept of intelligent manufacturing has finally come out. Starting from this new concept, this book describes how the new-generation IT penetrates into, supports, impacts and integrates with the traditional manufacturing enterprises, and the challenges and opportunities it has brought to the manufacturing industry, as well as the transformation of manufacturing model, development of manufacturing system and modeling methodology. Then it introduces the technological system of intelligent manufacturing (including the products, manufacturing process, management and service, basic and fundamental technologies in this domain), the web-based intelligent factory architecture and inter-enterprise cooperative framework. There are also details about the composition of and modeling methods for intelligent manufacturing system, and corresponding key technologies.

About Author:

刘敏，同济大学电子与信息工程学院控制科学与工程系，博士，教授，博士生导师。

Dr. Liu Min is Professor and Doctoral Supervisor of the Department of Control Science and Engineering, School of Electronics and Information Engineering, Tongji University.



FPGA现代数字系统设计——基于Xilinx可编程逻辑器件与Vivado平台

FPGA Modern Digital System Design: Based on Xilinx Programmable Logic Device and Vivado Platform

作者: 孟宪元、钱伟康

Author: Meng Xianyuan, Qian Weikang

ISBN: 9787302499138

Publication Date: 2019-04-01

Page Count: 516

About the Book:

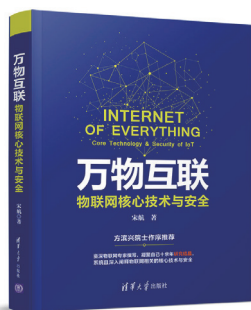
本书以FPGA的发展阶段讲述器件的架构和特性,以Verilog语言作为硬件描述语言讲述数字系统的设计,保证设计功能通过仿真验证的正确性,在Vivado设计套件中通过RTL分析、综合和布局布线的实现等进程达到时序收敛,性能上满足设计要求,本书也介绍了有关同步设计的技巧和要点,高级综合等特性。DSP系统和嵌入式系统的设计流程和方法也作了介绍,最后以多个设计实例对前述的设计方法作了详尽的说明。

This book describes the architecture and characteristics of devices in reference to the development stages of FPGA; uses Verilog language as the hardware description language to describe the design of digital system, so as to ensure the correctness of design functions to pass the simulation verification; in Vivado design suite, the Timing Convergence is achieved through RTL analysis, integration, and implementation of layout and wiring, which meets the design requirements for performance. This book also introduces tips and key points about synchronous design, advanced integration and other features. The design process and methods of DSP system and embedded system are also introduced; and the book finally elucidates the above-mentioned design methods with several design examples.

About Author:

孟宪元,清华大学电子工程系教授,长期从事EDA相关技术和课程教学和科研工作,具有超过20年的FPGA技术研究和项目开发经历。

Meng Xianyuan, professor of Department of Electronic Engineering, Tsinghua University, has been engaged in research and teaching of EDA-related technology for years. He has accumulated over 20 years' experiences in FPGA technological research and project development.



万物互联：物联网核心技术与安全 Internet of Everything: Core Technology & Security of IoT

作者：宋航

Author: Song Hang

ISBN: 9787302517351

Publication Date: 2019-03-01

Page Count: 440

About the Book:

本书是资深物联网专家十余年研究结晶之作，深入浅出地分析了物联网的概念、特点和体系结构，较全面地介绍了物联网在各个层次上的关键技术及其应用空间。在此基础上探索了基于物联网技术的应用，并且展望了物联网安全的研究前景。本书分7章：第1章和第2章着重介绍了物联网的概念、特点和结构；第3~6章根据物联网的结构分别论述了物联网的感知识别技术体系、网络传输技术体系、管理服务技术体系和综合应用技术体系，重点阐述了面向规模化应用的管理服务层和综合应用层；在这些物联网的整体认识和技术体系结构的基础上，在第7章中论述了物联网安全。

This book crystallizes the 10-plus years' research results of senior IoT experts. It analyzes the concept, characteristics and architecture of IoT in simple terms, introduces the key technologies and application scope of IoT at various levels. On this basis, it explores into the IoT-based applications and foresees the research prospect of IoT security. The book is divided into 7 chapters: The first two chapters introduces the concept, characteristics and structure of IoT. Chapter 3, 4 and 5, based on the structure of IoT, respectively discuss the technology system of perception and identification of IoT; network transmission technology system; management service technology system and comprehensive application technology system. Chapter 6 emphatically describes the management service and comprehensive application that are oriented to large-scale application. Based on the overall understanding and technical architecture of IoT, Chapter 7 discusses the security of IoT.

About Author:

宋航，国防科技大学博士后，长期从事物联网（IoT）相关技术及其安全的科研工作，并致力于在图书馆等场合的物联网知识的公益科普，具有超过10年的物联网技术研究和项目开发经历。

Song Hang holds a postdoctoral position in National University of Defense Technology. He has been engaged in the research on IoT technology and security for years, and taking part in the popularization of IoT knowledge in libraries and other public venues. He has accumulated over 10 years' experiences in IoT-related technological research and project development.



OCF技术原理及物联网程序开发指南 OCF Technologies and IoT Programming

作者: 李永华

Author: Li Yonghua

ISBN: 9787302511168

Publication Date: 2019-01-01

Page Count: 384

About the Book:

本书系统论述了OCF物联网协议及开源设计方法。书中以OCF核心资源为基础，由浅入深地描述了OCF协议的使用，并以案例的方式介绍了智能硬件在物联网中的应用。在物联网技术的开发过程中，使用OCF协议与平台，将事半功倍，极大提高效率。本书主要内容包括以下几个方面：物联网的发展概述，主要介绍物联网的产生、架构、技术及发展情况；OCF技术的基本原理，阐述OCF技术框架及核心功能；OCF资源模型，主要描述OCF的资源定义以及资源的操作、功能交互、消息传递方法；OCF的具体开发方法，包括基于Mac、Windows、Linux、Android和Arduino开发的方法，主要描述软件工具、编译方法、实例代码和综合实例。

This book systematically discusses the OCF IoT Protocol and open source design methods. Based on the core OCF resources, this book describes the use of the OCF Protocol in simple terms, and employs real cases to introduce the application of intelligent hardware in IoT. In the development process of IoT technology, the use of OCF protocol and platform will greatly improve the efficiency. The main content of this book is as follows: Overview of the Development of IoT (introducing the IoT generation, architecture, technology and development); Basic Principles of OCF Technology (elucidating the OCF technological framework and core functions); OCF Resource Model (describing the definition and operation of OCF resource, functional interaction and message passing method); Specific OCF Development Methods (based on Mac, Windows, Linux, Android and Arduino), this part mainly describes software tools, compilation methods, example codes and comprehensive examples.

About Author:

李永华 现执教于北京邮电大学，拥有超过10年的嵌入式开发经验，致力于物联网和智能硬件的研究开发工作。

Li Yonghua is a teacher of Beijing University of Posts and Telecommunications. He has been dedicated to the R&D of IoT and intelligent hardware, and accumulated more than 10 years of embedded development experience.



区块链本质 Nature of Blockchain

作者: 陈鹏

Author: Chen Peng

ISBN: 9787302511182

Publication Date: 2019-01-01

Page Count: 184

About the Book:

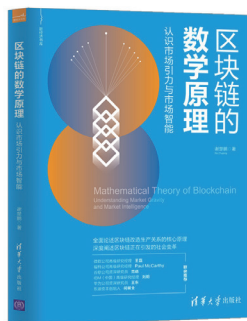
本书旨在对区块链的本质进行完整、系统地阐释。第1章是对区块链的“全景鸟瞰”，涉及技术系统、数字基础设施以及应用空间三个不同层次。第2章介绍了区块链中最为关键和最为核心的一些科学和技术问题，如容错、共识机制、哈希、数字签名以及安全和形式化验证等。第3章以技术范式的视角理解区块链，分析与比较了比特币、以太坊和超级账本三个主流的技术生态系统。第4章是以原型实现的视角，开发了一个小巧玲珑的Ajicoi，初步实现了P2P网络、交易、区块与区块链以及工作量证明的共识机制和币的交易等核心功能。

This book aims at explaining the nature of blockchain completely and systematically. It consists of four chapters: Chapter 1 provides readers a “panoramic view” of the blockchain, focusing on the three aspects of technical system, digital infrastructure and application scope. Chapter 2 discusses some of the most critical and core scientific and technical problems in blockchain, e.g., fault tolerance, consensus mechanism, Hash, digital signature, and formal verification of security protocol. Chapter 3 analyzes and compares the three mainstream technological ecosystems (Bitcoin, Ethereum and Hyperledger), so as to help readers understand the blockchain from the perspective of technological paradigm. In the final chapter, the author introduces the exquisite Ajicoi – a token developed in reference to the prototype of Bitcoin, describes the respective roles of P2P network, exchange, block and blockchain in performing the core functions of token, and dissects the PoW mechanism of token.

About Author:

陈鹏，北京语言大学信息科学学院青年学者。

Chen Peng is a young scholar at the School of Information Sciences, Beijing Language and Culture University.



区块链的数学原理 ——认识市场引力与市场智能 Mathematical Theory of Blockchain: Understanding Market Gravity and Market Intelligence

作者：谢楚鹏

Author: Xie Chupeng

ISBN: 9787302524045

Publication Date: 2019-06-01

Page Count: 228

About the Book:

本书是一部系统论述区块链核心原理的著作。全书共分为7章，主要内容包括区块链的参照物，网状协作与市场引力，三大市场的微观和宏观引力、经济功能与货币发行；市场信息论与市场熵，区块链的动力机制与工作效率；三大市场与三大物理场的统一模型，经济原子与经济元素，私有链与经济原子的对应，联盟链与经济化合物的对应，私有链之间的协作与演化，联盟链的“化学键”，区块链的监管者；公有链与共识，私有链的裂变和聚变；区块链的状态迁移过程，市场智能的典型算法；区块链的重大机遇和创新，价值的互联网，价值的高速公路。本书还探讨了大统一理论，并结合自然科学和社会科学进行了规律的再认识。

This book systematically discusses the core theories of blockchain. It consists of 7 chapters that separately elaborate on the following topics: reference objects of blockchain, mesh collaboration and market gravity, micro and macro gravity of three markets, economic functions and issuance of paper money; market information theory and market entropy, driving force mechanism and work efficiency of blockchain; unified model of three markets and three physical fields, economic atoms and economic elements, correspondence between private chains and economic atoms, correspondence between alliance chains and economic compounds, collaboration between and evolution of private chains, “chemical bonds” of alliance chains, blockchain regulators; public chains and consensus, fission and fusion of private chains; state transfer process of blockchain, typical algorithms of market intelligence; key opportunities and innovations of blockchain, the Internet of values, and highway of values. This book also explores the grand unified theory, and reconsiders the rules in natural science and social science.

About Author:

谢楚鹏：曾任花旗银行、IBM公司高级研究员，现任国内高校经济学教授、博导。

Xie Chupeng is now professor and doctoral supervisor of economics in a university. He had been senior researcher at Citibank and IBM.



区块链+: 智能社会进阶与场景应用 Blockchain+: Advance of Intelligent Society and Scene Application

作者: 申丹

Author: Shen Dan

ISBN: 9787302518501

Publication Date: 2019-04-01

Page Count: 220

About the Book:

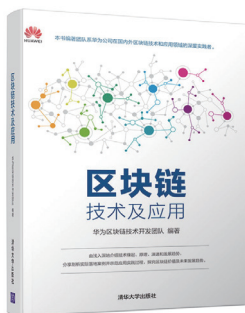
本书逻辑层次清晰, 案例新颖。为了让读者更好地看到“区块链+”的实际应用, 本书讲述了区块链+金融、区块链+征信、区块链+保险、区块链+能源、区块链+医疗、区块链+版权、区块链+物联网、区块链+农业、区块链+公益、区块链+社交等方面的内容, 全方位讲述了区块链在各个领域中的应用, 同时还对区块链未来的发展趋势做了分析和预测。本书内容通俗易懂, 涉及面广, 适合金融领域相关工作人员、数字货币相关工作人员、区块链研究者和开发者、各领域企业领导高管以及对区块链感兴趣的其他人群阅读。

This book features clear logic and novel cases. Readers will see the whole picture of “blockchain +”: blockchain + finance, blockchain + credit investigation, blockchain + insurance, blockchain + energy, blockchain + health care, blockchain + copyright, blockchain + IoT, blockchain + agriculture, blockchain + public welfare, blockchain + social contact. In short, this book reaches out to almost all fields that apply blockchain technology. Moreover, there are analysis and prediction of blockchain application in the future. This book is all-embracing and easy to understand; it is mainly oriented to the readers dealing with financial matters, digital currency and blockchain R&D, as well as to executives or common readers that are interested in this subject.

About Author:

申丹, 简丹财经创始人、《区块链世界》制片人、主持人。曾任中央电视台证券资讯频道《领导者说》节目特约主持人。

Shen Dan is founder and CEO of Easy Finance, producer and host of the special program “Blockchain World”. She had been guest host of the program “Leader” which was broadcast on CCTV Securities News Channel.



区块链技术与应用 Blockchain Technology and Its Application

作者：华为区块链技术开发团队

Author: Huawei Blockchain Technology Development Team

ISBN: 9787302523833

Publication Date: 2019-03-01

Page Count: 244

About the Book:

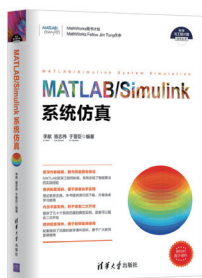
本书编著团队系华为公司在国内外区块链技术和应用领域的深度实践者，由浅入深地介绍区块链技术缘起、原理、演进和发展趋势，分享实际落地案例，以华为云区块链服务为例示范应用实践过程，探究其价值及未来发展趋势，为区块链应用的开发和创新提供多视角的思路。本书既包含区块链基础知识，又有对区块链应用场景以及发展趋势的探究，可以帮助非专业人员系统地了解区块链；同时，本书也有对一些技术原理、算法和应用实践的讨论，期望帮助开发工程师更加快速、深入地投入区块链的开发工作中。

This book is produced by Huawei's technical team that has been deeply involved in blockchain R&D and application. From the superficial to the complex, this book introduces the origin, principle, evolutionary process and development trend of blockchain technology; shares the actually landing cases with readers; takes Huawei cloud blockchain service as an example to demonstrate the blockchain application; explores the value and future development trend of this technology; and showcases the ideas for development and innovation of blockchain from multiple perspectives. In this book, there is not only the basic knowledge of blockchain, but the exploration into blockchain application scenarios and development trends, which will help non-professionals comprehend this subject systematically. Moreover, the author also discusses the technical principles, algorithms and application practice of blockchain, in the hope of expediting the development engineers to devote themselves into the R&D work.

About Author:

本书编著团队系华为公司在国内外区块链技术和应用领域的深度实践者，是由大学教授、博士、留学归国人员、华为海外研究所科研人员、技术骨干等组成的一个高水平技术研究团队。

The author of this book is Huawei's technicians, both Chinese and foreign, that have been dedicated to blockchain R&D and application. It is a highly qualified technical team constituted by university professors, doctors, returnees, veteran technicians, and researchers at Huawei's overseas research institutes.



MATLAB/Simulink系统仿真 System Simulation Based on MATLAB/ Simulink

作者：李献、骆志伟、于晋臣

Author: Li Xian, Luo Zhiwei, Yu Jinchun

ISBN: 9787302467403

Publication Date: 2017-07-12

Page Count: 564

About the Book:

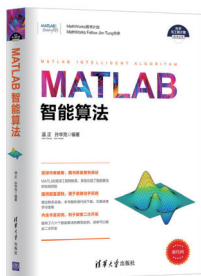
本书在MATLAB 2016a的基础上由浅入深地讲解了MATLAB/Simulink软件的知识。本书分为三大部分共16章。第一部分主要介绍了MATLAB基础知识、Simulink仿真入门、Simulink模型建立与仿真以及Simulink常用命令库等；第二部分主要介绍S-function的应用、控制系统仿真和PID控制仿真等；第三部分则涉及Simulink高级应用，包括模糊逻辑控制、电力系统仿真、通信系统仿真、神经网络控制仿真、滑模控制、车辆系统仿真、群智能算法仿真和图像处理仿真等。

Based on the latest MATLAB 2016a, this book explains the knowledge about MATLAB/Simulink from simple to complex. This book consists of three parts which are further divided into 16 chapters. Part 1 encompasses the basics about MATLAB, introduction to Simulink, Simulink modeling and simulation, and common command library of Simulink. The second part introduces the application of S-function, control system simulation, and PID control simulation. The last part is associated with advanced applications of Simulink, including fuzzy logic control, power system simulation, communication system simulation, neural network control simulation, sliding-mode control, vehicle system simulation, swarm intelligence algorithm simulation, and image processing simulation.

About Author:

李献，毕业于中国科学院研究生院，博士学位，硕士毕业于华中科技大学。毕业后留在中科院电工研究所应用超导重点实验室工作。主要从事电磁推进、脉冲强磁场以及脉冲功率电源的相关研究工作。

Li Xian is working in the Key Laboratory of Applied Superconductivity, the Institute of Electrical Engineering of Chinese Academy of Sciences (CAS), after receiving his Doctoral Degree from CAS; he is mainly dedicated to the research of electromagnetic propulsion, pulsed high magnetic field and pulse power supply. Li received his Master's Degree from Huazhong University of Science and Technology.



MATLAB智能算法 MATLAB-based Intelligence Algorithm

作者: 温正, 孙华克

Author: Wen Zheng, Sun Huake

ISBN: 9787302467748

Publication Date: 2017-09-01

Page Count: 500

About the Book:

本书以最新推出的MATLAB 2016a软件为基础, 详细介绍了各种智能算法的原理及其MATLAB在智能算法中的应用, 是一种MATLAB智能算法设计的综合性参考书。全书分为两部共13章, 第一部分首先从人工智能概述开始, 详细介绍了神经网络算法、粒子群算法、遗传算法、模糊逻辑控制、免疫算法、蚁群算法、小波分析算法及其MATLAB的实现方式等内容; 第二部分详细介绍了智能算法的工程中的应用问题, 包括模糊神经网络在工程中的应用、遗传算法在图像处理中的应用、神经网络在参数估计中的应用、基于智能算法的PID控制和智能算法的综合应用等。

Based on the latest MATLAB 2016a, this book elaborates on the rationale of various intelligence algorithms and application of MATLAB in intelligence algorithms. It is a comprehensive reference book on MATLAB-based intelligence algorithms. This book encompasses 2 parts which are further divided into 13 chapters. Part 1 starts with an overview of AI, and then carefully introduces neural network algorithm, particle swarm optimization, genetic algorithm, fuzzy logic control, immune algorithm, ant colony algorithm, wavelet analysis algorithm, and MATLAB implementation. Part 2 introduces the applications of intelligence algorithms in engineering, including application of fuzzy neural network in engineering, application of genetic algorithm in image processing, application of neural networks in parameter estimation, PID control based on intelligence algorithm, and comprehensive application of intelligence algorithms.

About Author:

温正, 北京航空航天大学博士后, 现就职于航天某院所, 精通MATLAB、ANSYS、Fluent等工程仿真计算软件。曾编写多本畅销计算机图书。

Wen Zheng, holding a post-doctoral position in Beijing University of Aeronautics and Astronautics, is now working in an aerospace research institute. Wen is expert in engineering simulation and calculation software such as MATLAB, ANSYS and Fluent, and also writer of several best-selling computer-related books.

科学与工程计算技术丛书 Science and Engineering Calculation Technology Series

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(ISBN: 9787302467144, Page Count: 636)



光波学原理与技术应用（第2版） Principles and Technology Applications of Wave Optics (Second Edition)

作者：张伟刚

Author: Zhang Weigang

ISBN: 9787302520733

Publication Date: 2019-06-01

Page Count: 400

About the Book:

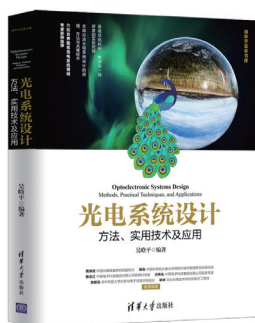
本书以经典电磁场理论和近代光学为基础，系统论述了光波的基本原理、光波传输规律与特性、光器件设计与研制、光波技术主要应用等。全书共五篇，即基础篇、运动篇、动力篇、器件篇和应用篇。基础篇包括光波学基础知识、光波分析方法和光传输介质波导；运动篇包括光波运动学方程、各向同性介质光传输、各向异性介质光传输和周期性介质光传输；动力篇包括光波动力学方程、光波与外场作用和光波之间互作用；器件篇包括光波导调控器件和光波导器件研制；应用篇包括光测量技术应用、光通信技术应用和光传感技术应用。

Based on the classical electromagnetic field theory and modern optics, this book systematically elucidates the basic principle of light wave, law and characteristic of light wave transmission, design and development of optical devices, and main applications of light wave technology. The book consists of five parts, respectively on Foundation, Movement, Power, Device and Application. The Foundation part includes the basics of light wave, light wave analysis method and optical transmission dielectric waveguide. The Movement part includes Kinematics equations of light waves, optical transmission in isotropic media, optical transmission in anisotropic medium and periodic medium. The Power part includes equation of wave dynamics, light waves interacting with external fields, and light waves interacting with each other. The Device part includes R&D of optical waveguide regulatory device and optical waveguide device. The Application part includes the applications of optical measurement technology, optical communication technology and optical sensing technology.

About Author:

张伟刚，博士生导师，天津市教学名师，哈尔滨工业大学理论物理学硕士，南开大学光学博士。现任南开大学信息技术科学学院现代光学研究所教授。

Zhang Weigang is doctoral supervisor, Tianjin's famous teacher and professor of the Institute of Modern Optics, Nankai University; holding a Master's Degree in Theoretical Physics of Harbin Institute of Technology.



光电系统设计——方法、实用技术及应用 Optoelectronic Systems Design: Methods, Practical Techniques, and Applications

作者: 吴晗平

Author: Wu Hanping

ISBN: 9787302518921

Publication Date: 2019-07-01

Page Count: 476

About the Book:

本书基于光学、机械结构、电子、计算机、软件、控制等方面的综合一体化思路,系统论述了光电系统设计的方法与实践。全书共分12章,内容包括光电系统及其设计概要、目标与环境辐射及其工程计算、辐射大气透过率的工程理论计算、光学系统及其设计、红外凝视成像系统及其工程技术设计、CCD与CMOS及其应用系统设计、光电微弱信号处理及设计、光电系统作用距离工程理论计算及总体技术设计、太阳能光伏发电及其系统设计、光电系统软件开发与设计、光电系统结构及模块化设计、光电伺服控制系统及设计。

本书融合了作者的实际工作经验与科研成果,并融合了基础理论与工程案例。

Based on the idea for integrating optics, mechanical structure, electronics, computer, software and control, this book systematically discusses the methods and practices of optoelectronic system design. It is divided into 12 chapters: optoelectronic system and its design outline; target and environmental radiation and its engineering calculation; engineering theoretical calculation of radiation and atmospheric transmittance; optical system and its design; staring infrared imaging system and its engineering design; CCD & CMO and their application system design; optoelectronic weak signal processing and design; engineering theoretical calculation of optoelectronic system operating distance and overall technical design; solar photovoltaic power generation and its system design; optoelectronic system software development and design; optoelectronic system structure and modular design; optoelectronic servo control system and design. This book sums up the author's practical work experiences and scientific research results, and combines basic theories and engineering cases.

About Author:

吴晗平, 博士, 教授, 博士生导师。长期从事光电系统技术及总体设计等方面的研究工作, 出版独撰专著五部。

Wu Yiping is a Professor and Ph.D. Tutor. He has engaged in photoelectric system technology research and its overall design for long time and has published five monographs.



LED封装与光源热设计 Thermal Management of LED's Packaging and Light Engine

作者: 柴广跃、李波、王刚、向进

Author: Chai Guangyue, Li Bo, Wang Gang, Xiang Jin

ISBN: 9787302470243

Publication Date: 2018-09-01

Page Count: 372

About the Book:

本书结合LED封装和光源灯具设计制作的实际工程经验,系统论述了热设计的基本原理与方法、热特性的测试方法与评估手段,最后介绍了一种流行的热特性仿真软件。本书以发光二极管封装及光源灯具原理与热设计为主轴,将LED器件封装及光源灯具基本技术、热设计基础理论及仿真工具、LED热特性测试与评估相关知识串联整合,为读者提供了较为全面的基本原理与实际应用的入门知识,内容集学术性与应用性为一体。本书可作为高等院校相关专业本科高年级学生和研究生教材和参考书,也可作为半导体照明行业从业人员的培训资料及相关工程技术人员的参考资料。

Based on the practical engineering experiences in LED packaging and design and manufacturing of light source lamps, this book systematically discusses the basic principles and methods of thermal design, and the means to test and evaluate thermal properties; it also introduces a popular simulation software of thermal properties. This book, with the principles and thermal design of LED packaging and light source lamps as a principal axis, integrates the basic technologies of LED packaging and light source lamps, the basic theories of thermal design and simulation tools, and the relevant knowledge about testing and evaluation of LED thermal properties, so that it is able to provides readers with an all-round introduction to the basic principles and practical applications. This book can be used as a textbook or reference book for senior undergraduate students and graduate students of relevant majors, or used as a training material for the practitioners in semiconductor lighting industry and other engineering and technical staff.

About Author:

柴广跃，毕业于清华大学电子工程系，长期从事半导体光电子器件与应用技术的科研与教学工作。现任深圳技术大学新能源与新材料学院教授、深圳大学光电工程学院教授。

Chai Guangyue is professor of the School of New Energy and New Materials, Shenzhen Technology University (SZTU), and professor of SZTU's School of Optoelectronic Engineering. After graduation from the Department of Electrical Engineering, Tsinghua University, Chai has been dedicated to research and teaching of semiconductor optoelectronic devices and application technology.

王刚，现任明导（上海）电子科技有限公司MAD部门高级产品应用工程师，在半导体器件热测试领域有很深入的研究。

Wang Gang is Senior Product Application Engineer of the MAD Department of Mentor Graphics (Shanghai). He is an expert in thermal testing of semiconductor devices.

李波，同济大学建筑环境与设备工程学士、上海理工大学工程热物理硕士，主要研究方向为电子设备冷却技术。

Li Bo is mainly dedicated to researching the electronic equipment cooling technology. He received his Bachelor's Degree in Architectural Environment & Equipment Engineering from Tongji University, and Master's Degree in Engineering Thermophysics from University of Shanghai for Science and Technology.

向进，毕业于同济大学，获得软件工程硕士和MBA学位。拥有超过15年的半导体行业工作经验。现负责Mentor公司大中华区的高校业务。

Xiang Jin, with over 15 years of working experiences in semiconductor industry, is now taking charge of the college-related business of Mentor in Greater China. He graduated from Tongji University with a Master's Degree in Software Engineering and an MBA Degree.



制造业知识工程 Knowledge Engineering in Manufacturing Industry

作者: 田锋

Author: Tian Feng

ISBN: 9787302512363

Publication Date: 2019-05-01

Page Count: 352

智能制造系列丛书 Smart Manufacturing Series

“智能制造系列丛书”获批“十三五”国家重点图书出版规划项目，2019年度国家出版基金资助项目。丛书由中国工程院原院长周济担任丛书顾问，李培根院士和谭建荣院士任丛书主编，各分册主编均来自我国智能制造产业中对其细分领域有深度研究和实践贡献的专家和学者，反映中我国在智能制造领域具有自主知识产权的重要成果。

The "Smart Manufacturing Series" has been awarded "13th Five-Year" National Key Book Publishing Planning Project and 2019 National Publishing Fund project. Zhou Ji, the former president of the Chinese Academy of Engineering serves as special consultant for this series. Academician Li Peigeng and Academician Tan Jianrong are the editors-in-chief and the editors of the books all come from experts and scholars with ample research experience and industrial practice in the relevant field. It is a series that reflects China's important achievements with independent property rights in the field of smart manufacturing.

本书为“智能制造系列丛书”的一本。

This book belongs to the "Smart Manufacturing Series".

About the Book:

本书颠覆了知识管理理念，重新定义了“知识”。无论是知识对象的范围、知识分类模式、知识加工方法还是知识与业务的融合模式，都不同于以往的知识管理体系。从精益研发的实践要求出发，反推出知识工程的新理念、新方法和新技术，将知识加工增值作为知识工程的核心。本书提出知识工程的三层架构：上层结构是知识与研发流程融合层，中间层是业界共有的知识管理层，下层结构是知识与设计环境融合层。

This book overthrows the idea of knowledge management and redefines “knowledge”. As to the scope of knowledge objects, the mode of knowledge classification, the knowledge processing method, and the integration mode of knowledge and business, none of them is the same with the previous knowledge management system. Based on the practical requirements of lean R&D, new ideas, new methods and new technologies for knowledge engineering are put forward, and the knowledge processing value-added is made as the core of knowledge engineering. This book proposes a three-tier architecture for knowledge engineering: from top to bottom there are a fusion layer for knowledge and R&D process, a knowledge management layer owned by the industry, and another fusion layer for knowledge and design environment.

About Author:

田锋，安世亚太公司高级副总裁，国家工业软件与先进设计研究院常务副院长，北京市综合仿真工程试验室主任，科技部科技支撑计划课题专家组副组长。

Tian Feng is Senior Vice President of Pera Global, Executive Dean of National Institute of Industrial Software and Advanced Design, Director of Beijing Comprehensive Simulation Engineering Laboratory, and Deputy Chief of the Expert Panel of the National Science & Technology Pillar Program launched by Ministry of Science and Technology.

机械工程手册丛书 CCMS Handbooks Series



“十二五”国家重点图书出版规划项目、国家出版基金项目 Awarded 12th Five-year National Key Publishing Planning Project and National Publication Fund

《工程机械手册》由中国工程机械学会组织行业的专家学者、设计者和制造者编制，共分10卷，分别为《基础件》《工程起重机械》《铲土运输机械》《港口机械》《路面与压实机械》《隧道机械》《环卫与环保机械》《桩工机械》《混凝土机械与砂浆机械》《挖掘机械》。内容涉及各类型机械的基本结构、工作原理、选型及计算、安全使用、常见故障及其维修等，总体量约为10000千字，插图7000余幅，本手册的编写面对一线用户和操作人员，目的是确保安全使用和机械完好率，提高机械的使用效率和寿命，更好地发挥现有装备的效能。

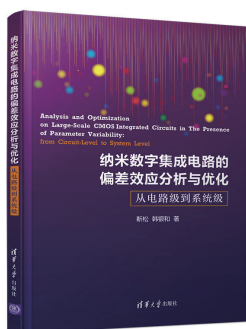
The Handbook of Construction Machinery series was compiled by the experts, scholars, engineers and designers of the China Construction Machinery Society (CCMS). It consists of 10 volumes, which have been published consecutively from August, 2017 to December, 2018. The series approaches various types of machinery from the aspects of basic structure, working principles, model selection, computing, safe operation, common failures and

maintenance. With a length of 1 million Chinese characters and 7000 illustrations, this series was intended for front-line operators and users of construction machines, aiming for improved safety and efficiency for both the relevant personnel and the machinery.

About Editor-in-chief:

丛书主编：石来德，1938年生，同济大学机械工程学院教授，博士生导师，中国工程机械学会理事长，国务院学位委员会机械工程学科评议组成员。长期从事机械设计及理论学科的教学和科研工作。先后主持或参与20多项科研工作，获省部级奖6项，先后发表学术论文近300篇。主编或参编科技著作和教材10余本。先后荣获上海市优秀教育工作者，全国教育系统劳动模范，授全国模范教师称号，上海市研究生教育先进个人，全国工程硕士教育突出贡献奖。

Dr. Laide Shi: Born in 1938, Dr. Shi is a professor and doctoral supervisor of School of Mechanical Engineering, Tongji University, General Director of the Chinese Mechanical Engineering Society (CMES), member of the State Council Academic Degree Committee for the Discipline of Mechanical Engineering. He has engaged in the teaching and scientific research of mechanical design and engineering theories. He has hosted or participated in more than 20 major scientific projects and published more than 10 academic monographs and textbooks. He has also received a lot of government rewards at both national and provincial levels for his outstanding works in engineering research and education.



纳米数字集成电路的偏差效应分析与优化： 从电路级到系统级

Analysis and Optimization on Large-Scale CMOS Integrated Circuits in The Presence of Parameter Variability: from Circuit-Level to System Level

作者：靳松、韩银和

Author: Jin Song, Han Yinhe

ISBN: 9787302522997

Publication Date: 2019-06-01

Page Count: 188

About the Book:

本书主要涉及在纳米工艺下较为严重的晶体管老化效应——负偏置温度不稳定性 and 制造过程中引起的参数偏差。介绍了参数偏差效应产生的物理机制及对电路服役期可靠性的影响，并提出了从电路级到系统级的相应的分析、预测和优化方法。

This book studies the transistor aging effect that becomes more serious with application of nanometer technology—negative bias temperature instability and parameter deviation resulting from manufacturing process. This book introduces the physical mechanism of parameter deviation effect and its impact on the reliability of circuit during its service period, and then presents the corresponding analysis, prediction and optimization methods from circuit level to system level.

About Author:

靳松：博士，副教授，硕士生导师。现在华北电力大学电气与电子工程学院电子与通信工程系任教。

Dr. Jin Song is associate professor and master's supervisor in the Department of Electronics and Communication Engineering, School of Electrical & Electronic Engineering, North China Electric Power University.



非线性信道模型及其仿真 Nonlinear Channel Model and Its Simulation

作者: 郭业才

Author: Guo Yecai

ISBN: 9787302516828

Publication Date: 2019-04-01

Page Count: 324

About the Book:

卫星信道建模与均衡技术是卫星通信领域的关键技术。研究该技术有助于提高卫星通信系统业务的可行性与质量。本书是作者及其团队多年以卫星通信信道为研究对象、以卫星通信信道的非线性为立足点,开展非线性信道模型建立与均衡技术研究的点滴成果汇集。主要涉及卫星信道模型及建立在信道模型基础上的均衡理论、技术与应用等研究内容,形成了从卫星信道建模到卫星信道均衡的理论与技术成果体系,体现了内容的先进性、实用性和系统性,层次分明、可读性强,有助于读者理解和掌握。本书适合信息与通信工程、控制科学与工程、智能科学与技术等学科专业的工程技术人员、研究人员和研究生阅读。

Satellite channel modeling and equilibrium are key technologies for satellite communication. The research on this technology will help improve the feasibility and quality of the satellite communication system. The author and his team have studied satellite communication channels for years. Based on the nonlinearity of satellite communication channels, this book studies the establishment of nonlinear channel model and equilibrium technology. It introduces the satellite channel model and the equilibrium theory, technology and application based on the model; forms a system that incorporates both theoretical and technical achievements (from satellite channel modeling to satellite channel equilibrium), so that the content of this book is advanced, practical and systematic, and with distinctive levels and strong readability. This book is suitable for engineering and technical personnel, researchers and graduate students who are engaged in information and communication engineering, control science and engineering, intelligent science and technology.

About Author:

郭业才,教授,博导,南京信息工程大学电子与信息工程学院副院长。电路与系统、控制理论与控制工程、生物医学工程等学科及电气工程领域的硕士生导师,水声信号处理博士生导师。

Prof. Guo Yecai is master's supervisor, doctoral supervisor in underwater acoustical signal processing, and Deputy Dean of the School of Electronics and Information Technology, Nanjing University of Information Science & Technology; mainly dedicated to the research of electronic circuit and system, control theory and control engineering, biomedical engineering and electric engineering.



玄武岩纤维增强混凝土力学特性及其工程应用研究 Mechanical Properties and Engineering Application of Basalt Fiber-reinforced Concrete

作者: 金生吉、孙一民、于贺、侯东序

Author: Jin Shengji, Sun Yimin, Yu He, Hou Dongxu

ISBN: 9787302514534

Publication Date: 2018-11-01

Page Count: 180

About the Book:

本书对作为新型复合建筑材料的玄武岩纤维增强混凝土所表现出来的力学特性并对其工程应用进行研究。全书分9章, 主要内容包括: 绪论、BFRC力学性能试验设计、BFRC力学性能试验研究、浸胶BFRC基本力学性能及其耐久性试验研究、不同环境下BFRC抗冻融性能试验、BFC加固钢筋混凝土梁受力性能试验研究、BFRC增强机理及制备工艺分析、BFRC工程应用研究、研究小结等。本书可作为土木工程领域内科研人员及大专院校土木工程等专业研究生用书, 也可供工程技术人员参考。

This book studies the mechanical properties and engineering applications of basalt fiber-reinforced concrete (BFRC) – which is a new composite building material. This book is divided into 9 chapters: Introduction; BFRC Mechanical Property Test Design; BFRC Mechanical Properties Experimental Study; Experimental Study on the Basic Mechanical Properties and Durability of Gum Dipping BFRC; BFRC Freezing and Thawing Resistance Test in Different Environments; Experimental Study on the Mechanical Properties of Reinforced Concrete Beams Strengthened by BFC; BFRC Strengthening Mechanism and Preparation Process Analysis; BFRC Engineering Application Research; Research Summary. This book can be used as a textbook for the research personnel and postgraduates dedicated to civil engineering, or a reference book for engineering and technical staff.

About Author:

金生吉, 博士(后), 教授, 博士生导师。沈阳市建设工程质量检测中心技术顾问。沈阳工业大学结构分析与监测科研团队负责人。

Jin Shengji is both professor and doctoral supervisor, and holding a post-doctoral position. He is technical adviser of Shenyang Construction Engineering Quality Testing Center, and head of the Structural Analysis and Monitoring Research Team, Shenyang University of Technology.



小波理论在工程结构振动分析中的应用 Application of Wavelet Theory in Vibration Analysis of Engineering Structures

作者: 白泉、边晶梅、康玉梅

Author: Bai Quan, Bian Jingmei, Kang Yumei

ISBN: 9787302510864

Publication Date: 2018-11-01

Page Count: 128

About the Book:

结构振动是土木工程中常见的问题, 结构振动分析的主要任务就是研究输入动荷载、结构以及结构反应三者间的关系。本书系统的介绍小波理论在结构振动分析中的应用, 包括利用小波变换理论对强震、强风等非平稳随机荷载信号进行分析, 估计其时频统计特征, 利用小波变换理论进行人工地震波、风速时程的模拟, 并将其应用于结构时程反应分析, 以及基于小波变换理论的结构动力可靠性估计等。同时, 也对小波包理论在荷载特性分析中的应用进行了探讨。

Structural vibration is a common problem in civil engineering, the main task of structural vibration analysis is to study the relationship among input dynamic load, structure and structural response. This book systematically introduces the application of the wavelet theory in structural vibration analysis (including the use of the wavelet transform theory for analyzing the non-stationary random load signals, like strong earthquakes and strong winds); estimates its time-frequency statistical characteristics; uses the wavelet transform theory to simulate the artificial seismic wave and wind velocity time-history, applies it to the structural time-history response analysis, and conducts structural dynamic reliability estimation based on the wavelet transform theory. Besides, the application of wavelet packet theory is also discussed along with the load characteristic analysis.

About Author:

白泉, 博士, 副教授, 现任沈阳工业大学土木工程系主任。

Dr. Bai Quan is associate professor and Deputy Director of the Department of Civil Engineering, Shenyang University of Technology.



骨科缝合教程 Orthopedic Suture Tutorial

作者: 唐佩福、顾立强

Author: Tang Peifu, Gu Liqiang

ISBN: 9787302526087

Publication Date: 2019-03-01

Page Count: 288

About the Book:

本书内容涵盖了软组织修复与愈合的基础、手术缝合材料的设计处理、骨科缝合基本技术训练和骨科打结技巧等内容。详细介绍了手外科肌腱、跟腱断裂、肩关节髋关节、脊柱软组织手术中的缝合技巧;对显微重建和美容缝合方法在骨科手术中的临床实践也给予重点介绍;旨在强调缝合技术、注重预防手术部位感染、提高组织修复和伤口愈合质量;从而改善骨科临床治疗效果,推动骨科学科的整体发展,本书可作为骨科实习医师、住院医师、低年资主治医师提升缝合技术的参考用书。

This book covers the basics of soft tissue repairing and healing, design and treatment of surgical suture materials, training of basic orthopedic suture technique and orthopedic knotting skill. It carefully introduces the suture technique in the surgeries for rupture of tendon, rupture of the Achilles tendon, shoulder joint and hip joint, and spinal soft tissue. The suture technique for clinical microscopic reconstruction and cosmetology is also introduced in detail. This book highlights the importance of suture technique, argues to prevent surgical site infection and improves tissue repairing and wound healing quality, so as to improve the clinical treatment of orthopedics and promote the overall development of orthopedics. It is a valuable reference book for orthopedic interns, resident doctors and young attending doctors to improve their suture technique.

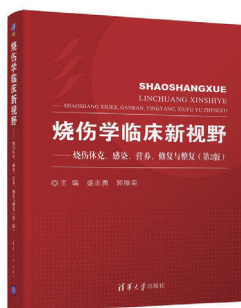
About Author:

唐佩福, 主任医师, 教授, 301医院骨科分院副院长, 创伤病区行政主任。

Prof. Tang Peifu is Chief Physician and Deputy Director of the Orthopaedic Branch Hospital of PLA General Hospital, and Administrative Officer of the hospital's trauma ward.

顾立强, 中山大学附属第一医院骨科主任医师, 从事骨科临床工作20余年。

Gu Liqiang is Chief Physician of Orthopedics at the First Affiliated Hospital of Sun Yat-sen University. He has been engaged in the orthopedic clinical work for more than 20 years.



烧伤学临床新视野 —烧伤休克、感染、营养、修复与整复（第2版） Clinical Study of Burns: Burn Shock, Infection, Nutrition, Repair and Reconstruction (Second Edition)

作者：盛志勇、郭振荣

Author: Sheng Zhiyong, Guo Zhenrong

ISBN: 9787302425380

Publication Date: 2019-05-01

Page Count: 672

About the Book:

《烧伤学临床新视野—烧伤休克、感染、营养、修复与整复（第2版）》由我国著名烧伤外科专家盛志勇院士领衔主编。本专著重点突出，围绕烧伤临床医生共同关注的热点问题——烧伤休克、感染、创面修复、营养代谢和后期整形与康复，进行专题论述。新版增加了烧伤预防知识、脓毒症、烧伤休克病理生理、修复外科、严重大面积烧伤患者心理和功能康复等方面的新知识。

The compilation of this book is led by academician Sheng Zhiyong—Chinese renowned expert in burn surgery. In this book there are thematic discussions on the hot issues of common concern in the field of burn surgery, such as burn shock, infection, nutrition, repair and reconstruction, nutrition metabolism, post-plastic surgery and rehabilitation. This latest edition encompasses some new knowledge about burn prevention, sepsis, pathophysiology of burn shock, reconstructive surgery, psychological and functional rehabilitation of patients with severe burns.

About Author:

盛志勇，著名创伤、烧伤外科专家，特级教授，中国工程院资深院士，我国创伤、烧伤专业主要开拓者之一。

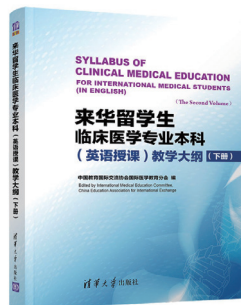
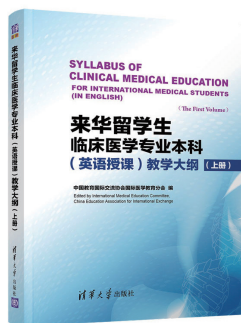
Sheng Zhiyong is a well-known specialist in trauma and burn surgery, a professor of special studies, a senior academician of the Chinese Academy of Engineering and one of the main pioneers of trauma and burns treatment in China.

郭振荣，1962年8月毕业于北京医学院，外科教授、主任医师、博士生导师，享受国务院特殊津贴。

Guo Zhenrong is a professor of surgery, chief physician and doctoral tutor. He graduated from Beijing Medical College in August 1962 and received special allowances from the State Council.

来华留学生临床医学专业本科（英语授课）教学大纲（上、下册）

Syllabus of Clinical Medical Education for International Medical Students (in English) (Two Volumes)



作者：中国教育国际交流协会国际医学教育分会

Author: International Medical Education Committee,

China Education Association for International Exchange

ISBN: 9787302497608 & 9787302497592

Publication Date: 2019-06-01

Page Count: 292

About the Book:

为规范来华留学生临床医学专业本科教育，提高来华医学留学生的教育质量，在教育部分国际合作与交流司、中国教育国际交流协会的支持下，启动了MBBS教学大纲的编写工作。本大纲编写历时3年，参加编写来华医学留学生53门课程英语授课教学大纲的专家由我国长期从事医学留学生教育的教授、学者和一线教师组成，他们在全国医学高等院校来华医学留学生教育领域里具有代表性和影响力。该套教学大纲主要供来华临床医学专业本科留学生，本土长学制医学生、医学本科生英语或双语教学使用。

In order to standardize the undergraduate clinical medical education for foreign students in China and provide them with high-quality education, the compilation of the MBBS syllabus was started with the support of the Department of International Cooperation and Exchanges under Ministry of Education and China Education Association for International Exchange. This syllabus (covering 53 courses with English as the language of instruction) is an outcome of three-year joint efforts. It is written by professors, scholars and front-line teachers that are experienced and well-known in tutoring or teaching foreign students in medical colleges and universities. Though this syllabus is oriented to undergraduate foreign students majored in clinical medicine in China, it may be used as a bilingual teaching material for Chinese students in long-schooling or undergraduate medical education.



新编中药成分学 Study on the Chemical Components of Chinese Medicine

作者: 许军、孟繁浩、杨明

Author: Xu Jun, Meng Fanhao, Yang Ming

ISBN: 9787302509073

Publication Date: 2018-11-01

Page Count: 784

About the Book:

本书收集了大量苯丙素和鞣质类、萜类、黄酮类、挥发油和萜类、醌类、糖类、生物碱类中药成分资料,介绍了每种成分的名称、结构式、来源、理化性质、药理或临床作用和主要用途。首次应用计算机软件模拟计算每种中药成分的药效五原则数据及其吸收、分布、代谢、排泄、毒性数据,并根据各种中药成分的药理作用,将其与相关靶点蛋白进行分子对接,对于作用机理尚不明确的成分,根据报道过的该成分的药理作用,尝试使其与相关靶点蛋白对接,并展示其与蛋白质作用的具体位点的链接二维图。

This book collects materials on the chemical components of TCM herbs and divided them to 9 categories: Phenylpropanes and tannins, glycosides, flavonoids, volatile oils and terpenes, quinones, sugars and alkaloids. It introduces the name, structure, source, physicochemical property, pharmacology and major use. It is the first book to use computer software to simulate and calculate the absorption, distribution, metabolism, discharge and toxicology of TCM herbs.

About Author:

许军教授,博士研究生导师,现任江西中医药大学药物设计合成中心主任,长期从事传统中药成分结构改造研究。

孟繁浩,药学博士,现任中国医科大学药学院教授、博士研究生导师,主要从事药物设计、药物开发及药物构效、毒效关系等研究工作。

杨明,江西中医药大学副校长、首席教授、博士生导师,享受国务院政府津贴专家,国家药典委员会委员。

Xu Jun is professor, supervisor of doctoral candidate and Director of the Center for Drug Design and Synthesis, Jiangxi University of Traditional Chinese Medicine; mainly engaged in studying the structural modification of Chinese herbal medicinal ingredients.

Meng Fanhao is Doctor of Pharmacy, professor and supervisor of doctoral candidate of the School of Pharmacy, China Medical University; mainly engaged in studying drug design, drug development, drug structure-activity, and drug structure-toxicity relationships.

Yang Ming is chief professor, doctoral supervisor and Vice President of Jiangxi University of Traditional Chinese Medicine; member of Chinese Pharmacopoeia Commission; and entitled to the government expert-level subsidy.