

Rights Catalogue

2021-2022

版权目录



Tsinghua
 **University**
Press

Tsinghua University Press

Rights Catalogue

2021-2022

版权目录

清华大学出版社成立于1980年，是由中国教育部主管、中国顶尖名校清华大学主办的国家一级出版社，也是中国领先的综合性教育与专业出版机构，荣获“中国出版政府奖先进出版单位”“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。

清华大学出版社现有员工约500人，设有8个图书分社、1个期刊中心和1个数字出版中心。现年出版新书约2500种，图书类别涉及学术专著、大中专教材、大众读物和少儿图书，涵盖自然科学、工程技术、医学、人文社会科学和外语教育等领域。图书的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，每年从海外几十家出版公司引进图书版权，同时面向全球推广版权，进行国际合作，已有800余项20多个文种的各类图书版权输出到北美、欧洲和亚洲国家。

清华大学出版社现出版学术期刊32种，其中16种为英文版期刊，7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的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、数字阅读以及多形态多媒体出版物开发和应用推广方面，积累了丰富的经验，入选数字出版转型示范单位。

As an integral part of China's most prestigious university—Tsinghua University, Tsinghua University Press (TUP) was established in 1980 and is a first-class national comprehensive publisher, with a strong presence in China's higher education, science and technology and library purchase book markets.

Consisting of 8 book publishing branches, a journal center and a digital publishing center, TUP employs a staff of over 500 and publishes about 2500 new titles each year. Our publications include academic monographs, college textbooks, trade books and children's books, covering a broad spectrum of subjects, such as STEM, social science, humanities and foreign language learning.

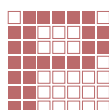
TUP attaches great importance to international development and engages actively in copyright trade. While introducing titles from dozens of overseas publishers each year, we have also licensed over 800 titles in more than 20 languages to publishers in North America, Europe and Asia in total to date.

TUP has released 32 academic journals, 16 are in English and 7 were indexed by SCI. A number of our high-level international journals, represented by Nano Research and Journal of Tsinghua University (Science and Technology), have gained increasing global influence.

TUP is an experienced publisher in the development and marketing of e-learning, academic platforms, digital books and multimedia publications and have launched a number of well-received internet products, which were prized and supported by the State Administration of Press, Publication, Radio, Film and Television(SAPPRF).



目录 CONTENTS



政治 法律 哲学 心理
Politics, Law, Philosophy and
Psychology

1



经济 管理
Economics and Management

27



语言 文化 艺术
Language, Culture and Arts

45



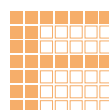
建筑 医学 科普
Architecture, Medicine and
Popular Science

85



科学技术
STEM Books

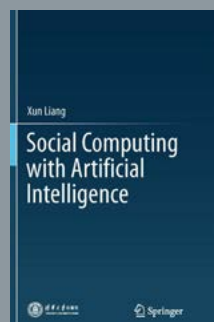
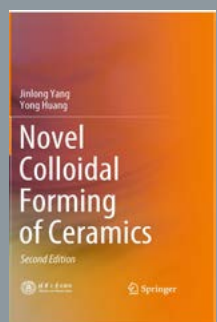
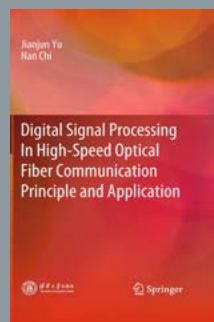
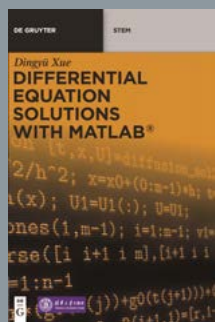
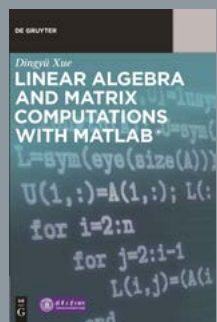
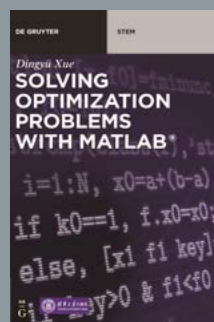
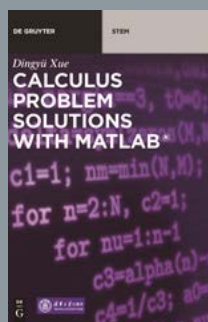
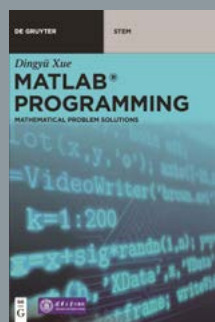
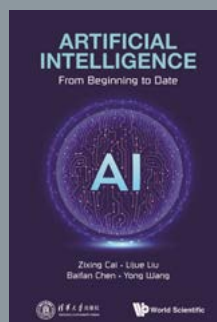
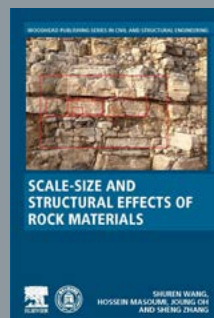
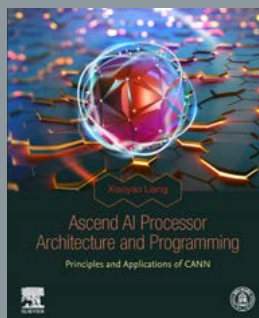
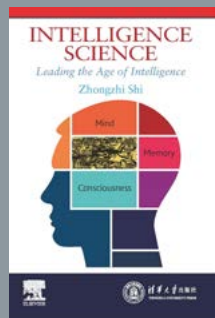
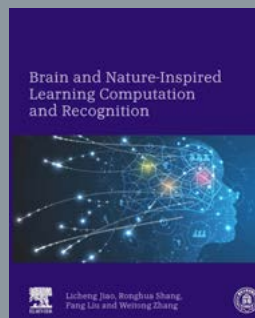
115

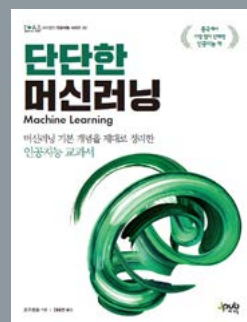
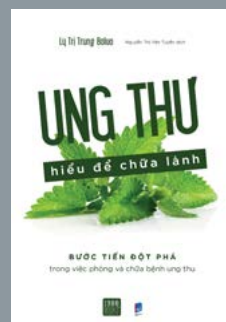
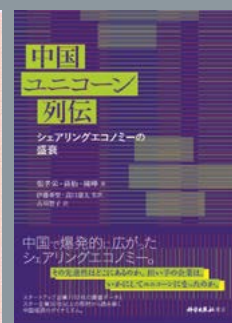
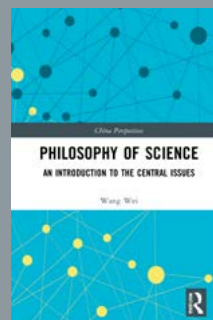
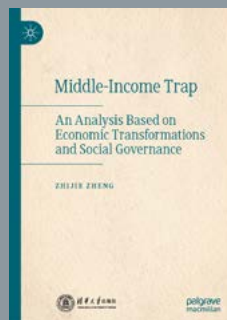


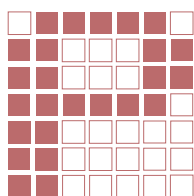
家庭教育 少儿读物
Family Education and Children's
Books

147

海外新出的清华大学出版社版权图书 New TUP Titles Published Overseas







政治 法律 哲学 心理
Politics, Law,
Philosophy and
Psychology

初心之源——中国共产党的传统文化基因

Ten Secrets for the CPC's Successes: A Perspective on the Traditional Chinese Cultural Gene



作者：杨英杰 等

Author: Yang Yingjie et al.

ISBN: 9787302506317

Publication Date: 2019-07-01

Page Count: 276

About the Book:

如何理解中国共产党的执政，特别是在和平年代的长期执政，从深层次文化内涵来挖掘其历史性、文明性基因，为此问题提供合理性乃至合法性的阐释，具有极其重要的意义。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，深深植根于中华民族优秀传统文化沃土，具有与生俱来的中华优秀传统文化基因。本书即试图对此进行解剖和阐释。

What is of extreme significance is how to understand the ruling of the CPC, especially in its long-term ruling in peacetime, and digging into its historical and civilizational genes from deep cultural connotations to provide a rational and legitimate interpretation of this issue. Culture is the unifier for the unity of a nation, society and country. As the advanced productive force, the direction where advanced culture is heading and the representative of the fundamental interests of the great majority of people, the CPC is rooted deeply in the fertile soil of the outstanding traditions of the Chinese nation and possesses the inherent genes of the excellent traditional culture of China. This book is an attempt to dissect and explain this.

About Author:

杨英杰，博士，教授。中共中央党校报刊社副总编辑。

Dr. Yang Yingjie is Professor and Deputy Editor in Chief of the newspaper of the Party School of the Central Committee of CPC.

当代世界与中国



Contemporary World and China

作者：林怀艺、甄龙、蒋迪、鄢晓

Author: Lin Huaiyi, Zhen Long, Jiang Di, Yan Xiao

ISBN: 9787302544067

Publication Date: 2021-01-01

Page Count: 272

About the Book:

当代的世界是开放的世界，中国的发展既离不开世界，又为世界的发展贡献中国智慧和经验。本书从“地球村，中国梦”入手，强调中国人民对美好生活的向往与世界人民对美好生活的向往是相通的，在此基础上，系统阐述当代世界与中国的经济、民主、法治、文化、科技、生态、民族、宗教，阐述当代国际关系与中国的和平发展道路，以及面向未来的世界与中国，呈现出一幅世界与中国互动的多彩画卷。

The world today is an open one. China's development is inseparable from the world, and in the meantime, it contributes the Chinese wisdom and Chinese experience to the the development of the world. Starting from "Global Village, Chinese Dream", this book emphasizes that the people in China and in the world share the same longing for a better life. On this basis, it systematically elaborates on the economy, democracy, rule of law, culture, science and technology, ecology, ethnicity and religion of the contemporary world and China, on contemporary international relations and China's path of peaceful development, and on the future-oriented world and China, presenting a colorful scroll of the interaction between the world and China.

About Author:

林怀艺，华侨大学教授、马克思主义学院院长。

Lin Huaiyi is Professor and Dean of School of Marxism of Huaqiao University.

深圳样本



Shenzhen Model

作者：罗亚平等

Author: Luo Yaping et al.

ISBN: 9787302561231

Publication Date: 2020-08-01

Page Count: 305

About the Book:

本书是全景式描绘中国深圳经济特区建立四十周年发展历程的一本纪实文学作品，记录了深圳四十年的筚路蓝缕、沧海桑田，从南海边的小渔村，发展成现代化国际大都市，以及即将建设中国特色社会主义先行示范区的光辉道路和历程，并从金融、法治、科技、生态环保、基建等多个先进领域，展示了深圳奇迹。

This book is a documentary work depicting the development history in the forty years since the establishment of the Shenzhen Special Economic Zone in a panoramic manner. It records the great hardships Shenzhen has endured and the marvelous changes it has witnessed over the past forty years, from a small fishing village by the South China Sea to a modern international metropolis. Meanwhile, it also documents the glorious path and journey of the upcoming construction of the Pilot Demonstration Zone of Socialism with Chinese Characteristics, and shows the world the Shenzhen miracle from multiple advanced fields such as finance, rule of law, science and technology, ecological and environmental protection, and infrastructure.

About Author:

罗亚平，深圳市作协会员，研究领域为特区文化、粤港澳大湾区文化。

Luo Yaping is a member of Shenzhen Writers' Association and his research fields include the culture of the special zones and Guangdong-Hong Kong-Macao Greater Bay Area.

中国扶贫



China's Poverty Alleviation

作者：雷明 李浩 等

Author: Lei Ming, Li Hao, et al.

ISBN: 9787302528760

Publication Date: 2020-04-01

Page Count: 524

About the Book:

本书通过总结中国改革开放以来，特别是国家实施“八七”扶贫攻坚以来不同时期的扶贫发展历程，对中国扶贫进行全面的总结和梳理。具体内容包括：一是揭示中国扶贫发展的现状以及历史轨迹；二是总结中国扶贫发展工作机制；三是提炼中国扶贫发展经验模式；四是分析中国扶贫发展的路径。

By summarizing the development history of poverty alleviation in different periods of China since the reform and opening up, especially since the national implementation of the “Seven-Year Priority Poverty Alleviation Program”, this book conducted a comprehensive summary and analysis of poverty alleviation in China. The specific contents include: firstly, revealing the current situation and historical track of the development of China's poverty alleviation; secondly, summarizing the working mechanism of the development of China's poverty alleviation; thirdly, refining the experience and model of the development of China's poverty alleviation; and fourthly, analyzing the path of the development of China's poverty alleviation.

About Author:

雷明，教授，北京大学贫困地区发展研究院院长。

Professor Lei Ming is Director of the Institute on Poverty Research of Peking University.

创新中国：激励、能力、行动与绩效



Innovation China: Incentive, Capability, Action, Performance

作者：郁义鸿、于立宏

Author: Yu Yihong, Yu Lihong

ISBN: 9787302525035

Publication Date: 2019-10-01

Page Count: 376

About the Book:

本书通过国际比较与逻辑推演对以下核心命题展开论证：中国要跨越中等收入陷阱，就必须实现创新转型，即经济增长的模式必须由模仿式创新驱动转变为自主创新驱动。在严格界定的模仿式创新和自主创新概念基础上，立足于创新过程主线模型，对应于基础研究和不同的创新活动可划分不同的创新群体。采用必要条件追索这一非传统研究范式，本书提炼出创新绩效—创新行动—创新能力—创新激励这一必要条件链。循此可证，包容性创新环境的构建是实现创新转型的必要条件，而自主创新能力培育的关键在于为创新主体提供长期取向的行动激励。

Through international comparison and logical deduction, this book argues the following core propositions: to overcome the middle-income trap, China must achieve an innovation transformation, i.e., the pattern of economic growth must shift from being driven by imitative innovation to being driven by independent innovation. Based on the rigorously defined concepts of imitative innovation and independent innovation, the book focuses on the mainline model of the innovation process, and distinguishes different innovation groups corresponding to basic research and different innovation activities. Adopting a non-traditional research paradigm of necessary condition recourse, this book extracts the chain of necessary conditions of innovation performance – innovation action -- innovation capability -- innovation incentive. It can thus be proved that the construction of an inclusive innovation environment is a necessary condition for innovation transformation, and that the key to the cultivation of independent innovation capability lies in the provision of action incentives for innovation agents in long run.

About Author:

郁义鸿，教授，复旦大学产业经济研究所副所长。研究方向为产业组织理论、产业竞争与企业战略。

Professor Yu Yihong is the of Deputy Director of the Institute of Industrial Economics at Fudan University. His research interests include industrial organization theory, industrial competition and corporate strategy.

成就与梦想：中国企业家成长40年

Achievements and Dreams: The Road to Growth of Chinese Entrepreneurs for 40 Years



作者：李兰

Author: Li Lan

ISBN: 9787302530657

Publication Date: 2019-07-01

Page Count: 268

About the Book:

本书以中国改革开放40年社会的经济变迁和企业发展为主要背景，以中国企业家调查系统1993年—2017年的调查内容和主要发现为基础，并参考了《中国统计年鉴》《中国科技统计年鉴》、世界知识产权统计数据、德勤《2016年全球制造业竞争力指数》等，从企业家成长历程、新时代环境变化与企业家新的历史使命等三个方面，总结了企业家队伍的 growth 轨迹和企业家精神的演变，分析了其中变化因素及存在的问题，并提出了相应的政策建议。

This book takes the economic changes and enterprise development in the society in the 40 years of China's reform and opening up as the main background. It is based on the content and main findings of the Chinese Entrepreneur Survey System from 1993 to 2017, and it also refers to the China Statistical Yearbook, China Statistical Yearbook on Science and Technology, World Intellectual Property Statistics, and 2016 Global Manufacturing Competitiveness Index of Deloitte's. From the three perspectives of the development history of entrepreneurs, the change of environment in the new age, and new historical mission of entrepreneurs, this book summarizes the development track of China's entrepreneurial team and the evolution of entrepreneurial spirit, analyzes the change factors and the existing problems, and in the meantime proposes corresponding policy recommendations.

About Author:

李兰，国务院发展研究中心公共管理与人力资源研究所副所长、研究员。

Li Lan is the Deputy Director and Researcher at Institute of Public Administration and Human Resources of Development Research Center of the State Council.

中国县域经济：政府治理与创新发展



China's County Economy: Government Governance and Innovative Development

作者：游祖勇

Author: You Zuyong

ISBN: 9787302536031

Publication Date: 2019-10-01

Page Count: 220

About the Book:

县域经济是中国国民经济的基本单元，也是功能较为完备的综合性经济体系。在中国经济发展中，县域经济是重点也是难点。推动县域经济高质量发展，要跳出单纯依靠资源和生产要素、依靠投资驱动的圈子，走出一条真正依靠创新和科技驱动的路子。本书分上、下篇。上篇结合作者16年基层工作实践，研究探讨县域经济发展的理论、政策与实践方面的课题，重点思考经济发展新常态下的县域经济升级等。下篇是作者在基层工作的心得体会，既有推动县域经济发展的思路创新和政策思考，也有处置重大事件的亲身经历和经验教训，包括民间金融、环境等事件。

County economy is the basic unit of national economy, and also a comprehensive economic system with relatively complete functions. In China's economic development, county economy is both the focus and a challenge. To promote high-quality development of county economy, we need to break away from the original form of relying solely on resources and production factors and being driven by investment, and take a path that truly relies on being driven by innovation and technology. This book is divided into two parts. The first part combines the 16 years of grassroots work practice of the author, researching and discussing the topics on theory, policy and practice of the development of county economy, and focusing on the upgrade of county economy under the new normal of economic development. Encompassing the author's experience of working at the grassroots level, the second part offers innovative ideas and policy thinkings that promote the development of county economy and it describes the first-hand experience of major events and lessons learned, including private finance, environments and other events.

About Author:

游祖勇，博士，福建省水利厅副厅长。

You Zuyong holds a PhD degree and is Deputy Director of the Water Resources Department of Fujian Province.

股田中国——兼论农村股份合作制

Gutian China: On the Rural Joint Stock Cooperation System



作者：雷明 于莎莎 等

Author: Lei Ming, Yu Shasha et al.

ISBN: 9787302539483

Publication Date: 2020-06-01

Page Count: 436

About the Book:

本书紧紧围绕中国农村土地改革中股田制、农村股份制发展这一主题，深刻地阐述了农村股田制、农村股份制内涵外延、农村股田制、农村股份制思想基础，提出了农村股田制、农村股份制理论架构，分析了农村股田制、农村股份制模式选择、实现路径、机制设计、制度安排以及组织保障等诸多重大理论和实践问题。全书共分十二章，具有丰富的案例和数据分析。

This book focuses on the theme of Gutian system (land-stock mode) and rural stock system development of rural land reform in China, profoundly explaining the connotation and denotation of rural Gutian system and rural stock system and their ideological basis, proposing the theoretical framework of rural Gutian system and rural stock system, and analyzing the mode selection, realization path, mechanism implementation, system arrangement, organization guarantee and other major theoretical and practical issues of them. The book is divided into twelve chapters, and boasts a rich store of case studies and data analyses.

About Author:

雷明，教授，北京大学贫困地区发展研究院院长。

Professor Lei Ming is Director of the Institute on Poverty Research of Peking University.

城乡中国——深入探究城乡关系视野下的理想中国



Urban and Rural China: Delve into the ideal China from the perspective of urban-rural relations

作者： 赵旭东 等

Author: Zhao Xudong, et al.

ISBN: 9787302498902

Publication Date: 2018-06-01

Page Count: 324

About the Book:

此书是赵旭东教授与学生展开读书分享与集中讨论而得的一份成果。通过近三年的相互对话、反思与打磨，十个章节最初分别以独立文章的形式呈现出来，部分内容已先后发表，最终集成为本书。本书主要从中国农民、乡村社会与城乡关系三个方面展开，试图打破城乡二元的预判，探索中国城乡关系的理想类型，以此激发一种新的问题意识，促使浸润于现代社会之中的人们能够在冷静地思考中去重新回归到一种城乡一体与城乡互动的理想中国的轨道上来，并一同为此而做出一种共同性价值的文化追求和努力。

This book is the result of book sharing and discussing between professor Xudong Zhao and his students. Thanks to three years of dialogues, reflection and polishing, ten chapters are initially presented as separate articles. Some chapters are published respectively and integrated into this book eventually. The book unfolds mainly from three aspects: Chinese peasants, rural society and urban-rural relations. It tries to break the urban-rural duality anticipation and explore the ideal type of urban-rural relations. The purpose is to raise the public awareness of this issue, prompt people in modern society to reflect on the ideal track of urban-rural integration and interaction, and motivate them to pursue common cultural values.

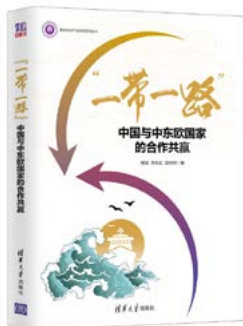
About Author:

赵旭东：中国人民大学人类学研究所所长。

Prof. Xudong Zhao: Director of the Institute of Anthropology at Renmin University.

“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。本书除力求阐明的合作共赢概念和“16+1”合作共赢主要影响因素外，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”. In addition to the elaborations on the concept of “win-win cooperation” and the main influencing factors 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，博士，教授。清华大学副校长。主要从事组织行为与领导力、商业伦理、非市场策略等方面的研究。

Yang Bin, PhD, Professor, Vice President and Academic Dean of Tsinghua University; His research fields include organization behavior and leadership, business ethics, and non-market strategies.

李东红，博士，副教授。清华大学经济管理学院创新创业与战略系副主任。

Li Donghong, PhD, Associate Professor, Deputy Director of the Department of Innovation, Entrepreneurship and Strategy, Tsinghua SEM.

合作博弈与和谐治理——中国合和式民主研究

Chinese Cooperative-Harmonious Democracy



作者: 彭宗超、马奔、刘涛雄

Author: Peng Zongchao, Ma Ben, Liu Taoxiong

ISBN: 9787302322023

Publication Date: 2013-07-01

Page Count: 208

About the Book:

本书尝试利用中国传统的和合思想、民本思想与国际现代合作博弈论等视角,明确提出真正有中国文化特色的社会主义民主新概念模式——合和式民主。这一模式既是对过于强调个体权利的西方自由式民主的超越,也是对以往过于强调集中权威作用的传统社会主义民主模式的革新与发展。该著作对这一民主模式的理论根源与实践发展都进行了一定的梳理,也对它在历史与现实中的某些案例进行了深度分析,还对中国合和式民主未来发展的顶层设计进行了初步的战略性思考。

This book compares the commons and differences between western and Chinese theories and practices of democracy model, and proposes a new democracy model for China's political reform — "cooperative-harmonious democracy". Absorbing the core values of democracy, this model draws on Chinese traditional "harmony and cooperation" and "people-oriented" thought, as well as modern cooperative game theory. More importantly, it adopts the new model to analyse some present practice cases in China, involving intra-party democracy, electoral democracy, and deliberative democracy. This book is a valuable theoretical innovation and a significant achievement in promoting the interdisciplinary research of political science and public management. It strategically reflects on how to promote the development of cooperative-harmonious democracy from the perspective of high-level design.

About Author:

彭宗超, 博士, 教授。清华大学公共管理学院副院长。

Dr. Zongchao Peng is a professor and associate dean of School of Public Policy & Management, and director of Center for Crisis Management Research, Tsinghua University.

马奔, 博士, 副教授。山东大学政治学与公共管理学院行政管理系主任。

Dr. Ben Ma is a professor and associate dean of School of Political Science & Public Management, Shandong University, and a part time researcher in Center for Crisis Management Research, Tsinghua University.

刘涛雄, 博士, 教授。清华大学社会科学学院战略与政策研究中心执行主任。

Dr. Taoxiong Liu is a professor and associate dean of School of Social Sciences, and executive director of Center for Strategy and Policy, Tsinghua University.

近代以来中国农村变迁史论(1978-2012)

The History of Rural Changes in China Since the Modern Era (1978-2012)



作者：宋洪远、郑有贵、陈洁

Author: Song Hongyuan, Zheng Yougui, Chen Jie

ISBN: 9787302522812

Publication Date: 2019-09-01

Page Count: 588

About the Book:

本卷是《近代以来中国农村变迁史论》的第四卷，通过对制度方面的农村基本经营制度、农村土地管理制度、农产品市场制度、农业支持保护制度、农村财税金融制度、乡村治理机制、农村领导管理体制、农业法制，发展方面的现代农业建设、新农村建设、农村工业化和城镇化、农村扶贫开发、农民的全面发展、农业对外开放等中国农村改革和发展变迁重大成果的展示，呈现了1978—2012年中国农村改革和发展轨迹，系统反映了中国农村在三十四年间的巨大变化。本卷还把农村改革和发展纳入国家工业化进程进行考察，对农村发展变迁影响因素和经验进行了分析。

This is the fourth volume of *The History of Rural Changes in China Since the Modern Era*. It presents the track of rural reform and development in China from 1978 to 2012, and systematically reflects the tremendous changes in China's rural areas over the past thirty-four years by depicting the major achievements of China's rural reform along with development and changes in various aspects. In industrial aspects, it demonstrates achievements in basic rural management system, rural land management system, agricultural product market system, agricultural support and protection system, rural fiscal and financial system, rural governance mechanism, rural leadership and management system, and agricultural legal system. And in development aspects, it exhibits achievements in modern agriculture construction, new countryside construction, industrialization and urbanization of rural areas, rural poverty alleviation and development, comprehensive development of farmers, and opening up of agriculture to the outside world. This volume also examines rural reform and development by integrating it into the industrialization process of the country and analyzes the factors and experiences that have influenced rural development and changes.

About Author:

宋洪远，农业部农村经济研究中心主任，教授。

Song Hongyuan is the Director of the Research Center for Rural Economy of the Ministry of Agriculture, and a Professor.

《晨报副刊》与马克思主义在中国的传播（1918-1926）

The Supplement of Chenbao
and the Dissemination of
Marxism in China (1918-1926)

作者：耿春亮

Author: Geng Chunliang

ISBN: 9787302562061

Publication Date: 2020-10-01

Page Count: 256

About the Book:

《晨报副刊》是马克思主义在中国早期传播的主要阵地之一，同时也是各种流派的社会主义思想在中国传播的重要阵地之一。本书即以《晨报副刊》为研究对象，力图理清它所传播的马克思主义及其它各流派社会主义思想的基本状况，这对于更好地认识马克思主义在中国早期传播的情况，具有重要学术价值和现实理论意义。

The Supplement of Chenbao was one of the main battlegrounds for the early dissemination of Marxism in China, as well as one of the key battlegrounds for the dissemination of socialist ideologies of various schools in China. Through studying the Supplement of Chenbao, this book is an attempt to clarify the basic conditions of Marxism and other schools of socialist ideologies it disseminated, which is of great academic value as well as practical and theoretical significance for a better understanding of the dissemination of Marxism in China in early days.

About Author:

耿春亮，博士，主要研究方向为中共党史、中国近现代政治思想史。

Geng Chunliang is a Doctor, and his main research interests include the history of the Communist Party of China and the history of modern Chinese political thought.

领导力、公共服务动机与中国农村集体行动

Leadership, Public Service
Motivation and Rural
Collective Action in China

作者：舒全峰

Author: Shu Quanfeng

ISBN: 9787302557524

Publication Date: 2020-08-01

Page Count: 200

About the Book:

本书首先采用有序回归和倾向得分匹配方法，实证检验了领导力对于农村集体行动的影响。随后采用“结构化-实用化-情景化”案例研究方法，通过深度访谈和虚拟民族志的方式，从领导者视角初步分析了领导力对集体行动的作用机制；接着又从参与者的视角，通过扎根理论的方式，分析了公众参与集体行动的公共服务动机及其影响因素。最后结合质性研究的结论，基于制度分析与发展框架的基础架构，从行动者视角构建了解释中国农村集体行动的领导-动机-制度框架，采用分层线性模型进行了计量实证。

By applying ordinal regression and propensity score matching, this book first empirically examines the impact of leadership on rural collective actions. Then it adopts a “structured-pragmatic-situational” case study approach to analyze the mechanisms of how leadership impacts on collective actions from the perspective of leaders through in-depth interviews and virtual ethnography. After that, the grounded theory is used for the analysis of the public service motivation behind the public’s participation in collective actions and its influencing factors from the perspective of participants. Finally, combining the findings of the qualitative study and on the basis of the infrastructure of institutional analysis and development framework, a leadership-motivation-institution framework is constructed from the actor’s point of view to explain rural collective actions in China, and a linear layered model is used for econometric and empirical evidence.

About Author:

舒全峰，博士，从事公共政策、乡村治理、精准扶贫研究。

Dr. Shu Quanfeng is engaged in the studies of public policies, rural governance, and targeted poverty alleviation.

中国法律思想史专题述要

A Special Summary on
the History of Chinese Legal
Thought

作者：于语和

Author: Yu Yuhe

ISBN: 9787302550730

Publication Date: 2020-05-01

Page Count: 260

About the Book:

本书是作者多年从事中国法律思想史教学累积、沉淀而成，其中也汇聚了该领域学界前辈时贤的许多真知灼见。本书一改以往中国法律思想史教材常用的按照历史发展顺序铺陈的编纂定式，而是精选中国法律思想史发展中关涉的八个方面，对每一个方面进行纵向发展和横向关联的论述，并力求以简洁的语言和丰赡的文献，概括诸论题深刻意蕴，形成“道在器中、礼法结合、德主刑辅、无讼争息、外儒内法、家国同构、引经注律、西法东渐”八个专题。

This book is the result of the author's many years of teaching in the history of Chinese legal thought, and the insights of predecessors and scholars in this field. In the process of constructing this book, different from the usual compilation of textbooks of the history of Chinese legal thought that follows the order of historical development, it selects eight aspects involved in the development of the history of Chinese legal thought, and discusses each aspect vertically and horizontally, striving to summarize the profound implications of the topics with simple language and abundant literature. These eight special topics include Taoism in the Vessel, the Combination of Ritual and Law, Virtue Supplemented by Punishment, No Litigation, Confucianism on the Outside and Law on the Inside, Similarities in the Structures of Family and State, Commenting the Laws by Confucian Classics, and the Introduction of Western Law.

About Author:

于语和，教授，主要从事法理学、法史学和民间法的教研工作。

Yu Yuhe is a professor, and mainly engaged in the teaching and research of jurisprudence, legal history and civil law.

生活中的法：当代中国习惯法素描

The Law in Life: A Sketch of Contemporary Chinese Customary Law



作者：高其才

Author: Gao Qicai

ISBN: 9787302568308

Publication Date: 2021-04-01

Page Count: 212

About the Book:

本书以广西、浙江、贵州、甘肃、湖北、湖南等地的田野调查材料为基础，通过个案形式，对当代中国社会生活中的村老习惯法、选举习惯法、群聚习惯法、祭祀习惯法、宗族习惯法、护林习惯法、交往习惯法、互助习惯法、物权习惯法、交易习惯法、订婚习惯法、结婚习惯法、分家习惯法、丧葬习惯法、挂红习惯法、调解习惯法等进行了具体描述，全面展示了当代中国的群体生活习惯法、民事生活习惯法、纠纷解决和保障习惯法，详细探讨了生活中的法的意义与价值。全书内容丰富，资料翔实，文字简洁，图文并茂。

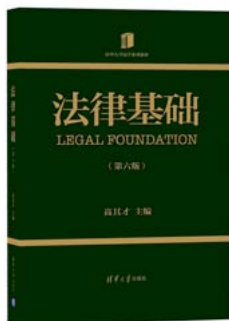
Based on field surveys conducted in Guangxi, Zhejiang, Guizhou, Gansu, Hubei and Hunan, this book uses case studies to provide a comprehensive description of the customary laws in the social life of contemporary China, such as those for village elders, elections, group gatherings, sacrificial rituals, clans, forest protection, interactions, mutual aids, real rights, transactions, engagements, marriages, family separations, burials, celebrations and mediation. It is a comprehensive presentation of the customary laws of group life, civil life, dispute settlement and protection in contemporary China, and a detailed discussion on the meaning and value of the law in life. Supplemented with pictures, this book is concisely written, with rich content and detailed information.

About Author:

高其才，博士，教授，研究专长为中国习惯法、中国司法、乡村治理。

Gao Qicai is a Doctor and Professor. He specializes in the research of Chinese customary law, Chinese justice, and rural governance.

法律基础（第六版）

Legal Foundation
(Sixth Edition)

作者：高其才

Author: Gao Qicai

ISBN: 9787302569978

Publication Date: 2021-01-01

Page Count: 348

About the Book:

法律基础是法学教育的一门基础课程。本书在介绍法学基本理论、当代中国社会主义法律制定和实施的基础上，全面讨论了中国宪法、行政法律制度、民事法律制度、商事法律制度、经济法律制度、自然资源 and 环境保护法律制度、劳动与社会保障法律制度、刑事法律制度、诉讼法律制度、国际法律制度、国际私法制度的基本规范和知识。全书内容全面、阐述得当，用语规范、文字简洁。第六版根据最新法律法规尤其是《民法典》对第五版的内容进行了修订。2012年本书获得“清华大学优秀教材”一等奖。

Legal Foundation is a fundamental course in legal education. Based on the introduction of the fundamental legal theories as well as the formulation and implementation of contemporary Chinese socialist laws, this book comprehensively discusses the basic norms and knowledge of the Constitution of China, administrative legal system, civil legal system, commercial legal system, economic legal system, legal system of natural resources and environmental protection, legal system of labor and social security, criminal legal system, litigation legal system, international legal system, and private international law system. The book is comprehensive and properly written, using standardized and concise language. The sixth edition was a revised version of the fifth edition based on the latest laws and regulations, especially the Civil Code. In 2012, the book won the first prize of “Excellent Textbook of Tsinghua University”.

About Author:

高其才，博士，教授，研究专长为中国习惯法、中国司法、乡村治理。

Gao Qicai is a Doctor and Professor. He specializes in the research of Chinese customary law, Chinese justice, and rural governance.

仲裁法学（第三版）

Arbitration Law
(Third Edition)

作者：乔欣

Author: Qiao Xin

ISBN: 9787302562696

Publication Date: 2020-09-01

Page Count: 252

About the Book:

本教材在对仲裁法学基础知识和理论进行系统介绍的基础上，全面反映最新立法精神和法律规定，力求将立法、理论和仲裁实践相融合，全方位地将仲裁法学呈现给读者。自2008年本教材第一版面世以来，与仲裁法关系最为密切的《民事诉讼法》进行了较大修改，最高人民法院关于适用民事诉讼法的解释相继出台，其中许多内容涉及仲裁制度。同时，最高人民法院还出台了一系列有关仲裁的司法解释。因此，本教材在编写过程中特别注意对新增加及修改的内容进行阐述。

This textbook is a systematic introduction to the basics and theories of arbitration law, which comprehensively reflects the latest legislative spirit and legal provisions, striving to integrate legislation, theories and arbitration practices so as to present arbitration law to readers in a thorough manner. Since the first edition of this textbook was published in 2008, the Civil Procedural Law, which is most closely related to arbitration law, has undergone major revisions and the Supreme People's Court has issued subsequent interpretations on the application of the Law, many of which deal with the arbitration system. At the same time, the Supreme People's Court has also issued a series of judicial interpretations regarding arbitration. Therefore, in the preparation of this textbook, special attention is paid to elaborating the added and modified contents.

About Author:

乔欣，教授，研究方向为诉讼法、仲裁法学等。

Professor Qiao Xin's research fields include procedural law and arbitration law.

国际法专题研究——航空与空间法前沿问题探索



Special Topics in International Law Exploration of Frontier Issues in Air and Space Law

作者：朱子勤

Author: Zhu Ziqin

ISBN: 9787302570011

Publication Date: 2021-01-01

Page Count: 404

About the Book:

本书包括“1944年《芝加哥公约》诞辰75周年纪念专栏，1999年《蒙特利尔公约》制定20周年纪念专栏，国际航空法，国际空间法，国际环境法，国际热点追踪”几个部分。其中航空法方面，既包括航空法基础理论研究，也包括航空法的案例研究，具体内容涉及航空器（无人机）及其运行监管、机组人员权利和义务、航空运输规则、航空争端解决等方面。同时，还详细介绍了东南亚国家联盟的航空立法的最新进展；在空间法方面，内容涉及空间物体的界定、邻近空间发射活动的损害赔偿责任以及各国空间立法中的环境保护规定。

This book includes several parts, namely, “a column to celebrate the 75th anniversary of the Chicago Convention of 1944, a column to celebrate the 20th anniversary of the Montreal Convention 1999, international air law, international space law, international environmental law, and international hotspot issues”. The section of air law includes the study of the basic theories of air law as well as case studies of air law, covering aircraft (drones) and their operation regulation, rights and obligations of air crews, air transportation rules, and air dispute settlement. Meanwhile, the latest progress in air legislation of the Association of Southeast Asian Nations is also introduced in detail; in terms of space law, the book mentions the definition of space objects, liability for damages caused by launch activities in adjacent spaces, and environmental protection provisions in space legislation of each nation.

About Author:

朱子勤，教授，研究方向为国际私法、国际航空法、国际民事诉讼程序。

Professor Zhu Ziqin's research fields include private international law, international air law, and international civil procedure.

脑洞大开的哲学简史

A Brief History of
Imaginative Philosophy

作者: 七格

Author: Qi Ge

ISBN: 9787302567745

Publication Date: 2021-01-01

Page Count: 248

About the Book:

哲学与我们的距离并不遥远。哲学家可以很有趣，哲学可以很“普遍”。哲学与我们的生活息息相关，它可以启发我们从不同的角度看待生活中的问题。本书带你认识60位哲学先贤的前世今生。风趣幽默的观点剖析，独具一格的人物短评，各类学科与哲学的激情碰撞，让你畅游哲学海洋，重塑不一样的哲学态度！

Philosophy is not a topic beyond our reach. Philosophers can be interesting and philosophy can be “universal”. Philosophy is closely related to our life, which can inspire us to look at problems in life from a different angle. This book takes you through the lives of 60 great philosophers. Through humorous analysis of views, unique character profiles, the passionate collision of various disciplines with philosophy, you will be able to swim in the ocean of philosophy, and reshape a different attitude towards philosophy!

About Author:

七格，作家、编剧、业余插画师，擅长以讲故事的方式评述哲学史、解读大师观点。

Qi Ge is a writer, screenwriter and amateur illustrator. He is an expert in commenting on the history of philosophy and interpreting the views of masters by telling stories.

恋爱中的苏格拉底：哲学入门十讲

Socrates in Love:
Ten Introductory Lectures on
Philosophy

作者：张小星

Author: Zhang Xiaoxing

ISBN: 9787302564157

Publication Date: 2020-10-01

Page Count: 332

About the Book:

“你怎么证明喜欢我？”

“你爱我的条件还是我本人？”

“我们是注定在一起吗？”……

恋人总爱问这些奇怪的问题。如果你给不出答案，对方一定会非常生气。可是，这些问题其实非常艰深——一个人本人真的和条件不同吗？什么又是“注定在一起”？这些其实都是延续了千百年的哲学问题。本书以恋爱为视角，通过恋人的十个经典提问，讲解十个基础哲学问题，涵盖认识论、形而上学、伦理学等哲学基本领域。原来，恋人们在认真追问的时候，常常和哲学家不谋而合呢。

“How do you prove that you love me?”

“Do you love me or my conditions?”

“Are we meant to be together?”……

Lovers always ask these strange questions. If you can't answer them, your loved one will be mad. However, these questions are actually difficult to answer – is a person completely separated from their conditions? And what exactly is “meant to be together”? These are actually philosophical problems that have been asked for thousands of years. This book focuses on love relationships and answer ten fundamental philosophical questions based on ten questions commonly asked by lovers, covering basic areas of philosophy such as epistemology, metaphysics and ethics. So it turns out that lovers often ask the same questions as philosophers when they inquire in a serious manner.

About Author:

张小星，博士，副教授。

Zhang Xiaoxing is a Doctor of Philosophy and Associate Professor.

与情绪讲和



Intrapersonal Communication

作者：郝洁

Author: Hao Jie

ISBN: 9787302571445

Publication Date: 2021-01-01

Page Count: 244

About the Book:

本书以2017年美国《国家科学院学报》中艾伦·考恩（Alan Cowen）和达彻尔·凯尔特纳（Dacher Keltner）发表的论文研究结果为基础，就当下社会中人们常见的27种情绪展开梳理。全书从情绪的本质和影响入手，归纳分析14种积极情绪、8种消极情绪和5种中性情绪。每个情绪的展开分为：情绪情境故事及开篇讲解、情绪分析、情绪引导与表述，三个部分组成。科学为骨，文艺为辅，逻辑清晰、调理清楚，兼顾专业性和可读性。

This book examines 27 types of emotions commonly seen in our society today based on a 2017 paper by Alan Cowen and Dacher Keltner in the Proceedings of the National Academy of Sciences. It begins with the nature and effects of emotions, and analyzes 14 types of positive emotions, 8 types of negative emotions, and 5 types of neutral emotions. The introduction of each emotion includes three parts: scenario stories of the emotion and explanation, emotion analysis, and emotion guidance and expression. The book mainly introduces scientific theories with literature as the complement in a logical and well-organized way, so it is both professional and fun to read.

About Author:

郝洁，大学教师。主要研究领域包括国际人才职业发展、大学生创业、家族企业传承等。

Hao Jie is a lecturer, and her main research areas include career development of international talents, entrepreneurship of college students and family business succession.

爱情的真相——亲密关系心理学



The Truth About Love —— The Psychology of Intimate Relationships

作者：张晓文

Author: Zhang Xiaowen

ISBN: 9787302532927

Publication Date: 2020-09-01

Page Count: 260

About the Book:

曾经有这样一个问题：人类最本质的追求是什么？最高票数的答案：幸福。最科学的答案：关系。我们的关系里藏着我们获得幸福的秘密。从出生开始，我们就开始和这个世界产生各种链接，建立各种关系。在这本书中，我会带你一起从心理学的角度认识自己与自己的关系，处理自己与他人的关系，并洞悉自己与世界的关系，只有拥有了亲爱的我自己，才有亲爱的爱人、亲爱的朋友和亲爱的世界。

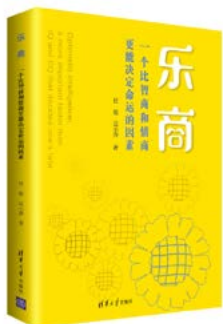
Someone once asked a question: What is the most essential thing that humans pursue? The answer with the highest votes is: happiness. The most scientific answer is: relationships. The secret to our happiness is hidden in our relationships. Ever since our birth, we begin to create all kinds of links and relationships with the world. In this book, I will teach you how to understand your relationship with yourself from the perspective of psychology, how to deal with your relationship with others, and gain insights into your relationship with the world. Only when you cherish yourself will you have dear lovers, friends and world.

About Author:

张晓文，大学教师，国家高级心理咨询师。

Zhang Xiaowen is a college lecturer and national senior psychological consultant.

乐商：一个比智商和情商更能决定命运的因素



The Happy Quotient: a more important factor than IQ and EQ that decides one's fate

作者：任俊、应小萍

Author: Ren Jun, Ying Xiaoping

ISBN: 9787302567783

Publication Date: 2021-03-01

Page Count: 384

About the Book:

这是一本帮助你提高乐商的书。乐商投资是一种高价值的投资，从心理学已有研究来看，乐商越高的人生活越幸福，未来的学业成绩越好，事业成就越大，如爱情更稳固、收入更高、社会地位更高、寿命更长、工作绩效更优良等。从一定程度上说，那些已经由智商或情商所决定的命运也许通过乐商才有可能得到进一步的改变。本书不仅梳理了乐商相关的经典积极心理学理论，更分析总结了相关的社会调查和实践成果，对我们的日常生活极具指导意义。

This is a book to help you improve your the happy quotient. Investment in the happy quotient can bring rich reward. From existing phycological studies, people with higher the happy quotient tend to lead a happier life, have better academic performance and greater career achievement in the future. For example, they have more stable love relationship, higher income, higher social status, longer life expectancy, and better job performance. To a certain extent, the fate that has been determined by IQ or EQ can only be further changed by the the happy quotient. This book not only compares the classical positive psychology theories related to the happy quotient, but also analyzes and summarizes the relevant social surveys and practical results, which can serve as a meaningful guidance in our daily life.

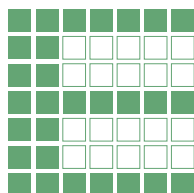
About Author:

任俊，教授，国际积极心理学会（IPPA）执委。

Ren Jun is Professor and a member of the executive committee of the International Positive Psychology Association (IPPA).

应小萍，副研究员，专注于从社会心态角度研究大事件对民众社会心理的影响。

Ying Xiaoping is Associate Researcher who focuses on the impact of major events on people's social psychology from the perspective of social mentality.



经济 管理
Economics and
Management

中国经济高质量发展十论



Ten Comments on the High Quality Development of China's Economy

作者：石建勋

Author: Shi Jianxun

ISBN: 9787302572596

Publication Date: 2021-02-01

Page Count: 252

About the Book:

本书从十个方面深刻论述了中国经济社会高质量发展时代背景、发展重点、发展战略。其中包括认识矛盾新转化，把握发展新要求，深刻理解经济高质量发展的时代内涵，建设现代化经济体系，实现高质量发展，以新思想新理论引领经济高质量发展，构建与经济高质量发展相适应的现代化金融体系，上海经济高质量发展与国际大都市建设，中美贸易战对高质量发展的影响及其应对，中国经济高质量发展的底气和新举措，统筹疫情防控与经济高质量发展，中国与世界经济高度融合中实现高质量发展。

This book profoundly discusses the historical background, development priorities and development strategies of the high-quality economic and social development achieved by China from ten aspects, namely, understanding the new transformation of contradictions; grasping the new requirements of development, and thoroughly understanding the connotation of the era of high-quality economic development; building a modern economic system; achieving high-quality development, and leading high-quality economic development with new ideas and theories; building a modern financial system compatible with high-quality economic development; high-quality economic development and international metropolis construction in Shanghai; the impact of the Sino-US trade war on high-quality development and its countermeasures; the confidence and new initiatives for high-quality economic development in China; coordinating pandemic prevention and control with high-quality economic development; and achieving high-quality development amid the close-integration between China's and world's economy.

About Author:

石建勋，教授，同济大学财经研究所所长。

Shi Jianxun is Professor and Director of the Institute of Finance and Economics of Tongji University.

中国高端装备制造业发展报告



Chinese Advanced Equipment Manufacturing Industry Development Report

作者：杨斌、李建明、李东红

Author: Yang Bin, Li Jianming, Li Donghong

ISBN: 9787302471899

Publication Date: 2017-07-01

Page Count: 268

About the Book:

高端装备制造业的发展水平是衡量一个国家经济综合竞争实力的重要标志。本书聚焦中国的高端装备制造业的发展，在让读者首先对全球装备制造业发展情况有所了解的前提下，细述中国装备制造业高端化发展情况并进行国际比较，分析说明中国高端装备制造业国际竞争力的比较优势，最后以企业视角剖析收尾，逐步深入。本研究报告首先以《2015世界机械500强》榜单数据为基础，分析了7个发达国家装备制造业领先企业的行业及收入分布，以及4个高端装备制造业的全球领先企业的国家或地区分布。

The development of advanced equipment manufacturing industry is an important symbol to measure the comprehensive competitive strength of a country's economy. This book focuses on the development of Chinese advanced equipment manufacturing industry. On the premise of giving readers a basic understanding of the development of global equipment manufacturing industry, it details the development of Chinese advanced equipment manufacturing industry and compares it with the same industries on the international scale. It analyzes and explains the comparative advantages of Chinese advanced equipment manufacturing industry in international competition, and the book ends with an analysis from the perspective of enterprises, so that readers can have a deeper understanding. This research report is firstly based on the data of 2015 World Machinery 500, analyzes the industry and revenue distribution of 7 leading enterprises in equipment manufacturing industry in developed countries, as well as the country or regional distribution of 4 global leading enterprises in advanced equipment manufacturing industry.

About Author:

杨斌，博士，教授，清华大学副校长。主要从事组织行为与领导力、商业伦理、非市场策略等方面的研究。

Yang Bin is a Doctor and Vice President of Tsinghua University. He is mainly engaged in the research on organizational behavior and leadership, business ethics, and non-market strategies.

清华大学中国平衡发展指数报告



Tsinghua China Balanced Development Index

作者：许宪春、白重恩、刘涛雄

Author: Xu Xianchun, Bai Chong'en, Liu Taoxiong

ISBN: 9787302580232

Publication Date: 2021-06-01

Page Count: 232

About the Book:

中国特色社会主义进入新时代，主要社会矛盾已转化为人民日益增长的美好生活需要和不平衡不充分的发展之间的矛盾。发展不平衡不充分问题已成为满足人民日益增长的美好生活需要的主要制约因素，从定量角度研究发展不平衡不充分问题，对中国平衡发展开展理论和实证研究，已经成为一个极其重要的时代课题。清华大学中国平衡发展指数是对发展不平衡不充分问题的定量分析。它从中国社会主要矛盾出发，对发展的不平衡不充分程度进行评价，对平衡发展的进程进行监测，反映中国平衡发展成就，揭示平衡发展中的不足，为制定宏观政策提供依据。

As socialism with Chinese characteristics enters a new era, the principal social contradiction has been transformed into the contradiction between people's ever-growing need for a better life and unbalanced and inadequate development. The problem of unbalanced and inadequate development has become a major constraint to meeting the people's growing need for a better life. It has become an extremely important issue of the era to study the problem of unbalanced and inadequate development from a quantitative perspective and to conduct theoretical and empirical research on the balanced development of China. Tsinghua China Balanced Development Index is a quantitative analysis of the problem of unbalanced and inadequate development. From the main contradictions of Chinese society, it evaluates the degree of unbalanced and inadequate development, monitors the process of balanced development, reflects what China has achieved in balanced development, reveals the weaknesses in balanced development, so as to provide a basis for the formulation of macro policies.

About Author:

许宪春，教授，清华大学中国经济社会数据研究中心主任。

Xu Xianchun is Professor and Director of Tsinghua China Data Center.

白重恩，教授，清华大学中国财政税收研究所所长。

Bai Chong'en is Professor and Director of China Institute of Finance and Taxation of Tsinghua University.

2020中国上市公司品牌价值蓝皮书



Blue Book on Brand Value of Chinese Listed Companies

作者: 赵平

Author: Zhao Ping

ISBN: 9787302559894

Publication Date: 2020-09-01

Page Count: 436

About the Book:

中国上市公司代表了中国经济的活力,中国上市公司的品牌影响力在较大程度折射出中国整体企业的品牌影响力。有鉴于此,清华大学经济管理学院中国企业研究中心与每日经济新闻合作,对中国上市公司的品牌价值进行了深入研究,开发了上市公司的品牌价值评估方法。本书收录了根据该方法对中国内地所有上市公司的品牌价值的综合评估及排名。本书对中国民族品牌发展壮大具有重要意义,可以让上市公司更清晰地了解本企业的品牌发展状况,持续提升公司品牌价值,也可以为学术界开展品牌价值的理论研究和政府制定更有效的品牌促进政策提供参考。

Listed companies in China represent the vitality of the Chinese economy, and their brand influence reflects that of Chinese enterprises as a whole to a larger extent. In view of this, the China Business Research Center of School of Economics and Management of Tsinghua University collaborates with National Business Daily to conduct an in-depth study on the brand value of listed companies in China and develop an approach to evaluate the brand value of listed companies. This book contains a comprehensive assessment of the brand value of all listed companies in mainland China and their rankings based on this approach. The book is of great significance to the development and growth of Chinese national brands, because it can provide listed companies with a clearer understanding of the development status of their own and help them achieve sustainable enhancement of their brand value. Meanwhile, it can also serve as a reference for academics to carry out theoretical research on brand value and for the government to formulate more effective brand promotion policies.

About Author:

赵平,教授,清华大学中国企业研究中心主任。

Zhao Ping is Professor and Director of China Business Research Center of School of Economics and Management of Tsinghua University.

新发展理念下绿色低碳转型与机制创新： 清华大学绿色经济与可持续发展研究中心政策研究报告2019



Green and Low-Carbon Transformation and Mechanism Innovation under
the New Development Concept: 2019 Policy Research Report of the Research
Center for Green Economy and Sustainable Development of Tsinghua University

作者：钱小军、周剑

Author: Qian Xiaojun, Zhou Jian

ISBN: 9787302572572

Publication Date: 2021-01-01

Page Count: 296

About the Book:

本书是清华大学绿色经济与可持续发展研究中心的2019年度政策研究报告。介绍研究团队取得的主要进展及可持续发展领域的最新理念及观点，为中国政府与企业提供环境与发展的政策建议，内容涵盖环境保护、绿色产业、绿色交通、低碳政策等方面，阐述中国面临的主要问题、需要采取的措施、相关国际背景与最新理念以及未来的发展趋势。

This book is the 2019 annual policy research report of the Research Center for Green Economy and Sustainable Development of Tsinghua University. It introduces the main progress made by the research team and the latest ideas and views in the field of sustainable development, providing policy recommendations on environment and development for the Chinese government and enterprises. The book covers aspects such as environmental protection, green industry, green transportation and low-carbon policies, explaining the main problems faced by China, the measures to be taken, relevant international background and latest ideas, as well as future development trends.

About Author:

钱小军，教授，清华大学苏世民书院副院长，绿色经济与可持续发展研究中心主任，主要研究领域为商业伦理、企业社会责任等。

Professor Qian Xiaojun is Vice President of Schwarzman Scholars, and Director of the Research Center for Green Economy and Sustainable Development of Tsinghua University. Her main research areas are business ethics and corporate social responsibility.

从巴黎到卡托维兹——全球气候治理的统一和分裂



From Paris to Katowice— The Unity and Division of Global Climate Governance

作者：朱松丽

Author: Zhu Songli

ISBN: 9787302561248

Publication Date: 2020-09-01

Page Count: 156

About the Book:

2015年《巴黎协定》达成之后，促进协定落地的实施细则磋商成为全球气候治理的重中之重。本书将基于《联合国气候变化框架公约》谈判进行二十多年的历史，选择从巴黎会议(2015年)到卡托维兹会议(2018年)的磋商进程，阐述巴黎会议后全球气候治理背景所发生的重大变化、主要矛盾、实施细则成果，辩证分析气候治理的“统一”和“分裂”共同体，为中国继续建设性地参与、贡献和引领气候治理提供支撑。

After the Paris Agreement was reached in 2015, consultations on how to implement the agreement became a top priority for global climate governance. Based on the history of more than two decades of the negotiations on United Nations Framework Convention on Climate Change, this book selects the consultation process from the Paris Climate Change Conference (2015) to the Katowice Conference (2018), elaborating on the major changes, main contradictions, and the results of the implementation regulations in the global climate governance after the Paris Climate Change Conference. It provides a dialectic analysis on the “unified” and “divided” community of climate governance and offers support so that China can continue to participate in, contribute to and lead the climate governance in a constructive manner.

About Author:

朱松丽，副研究员，长期从事减缓气候变化政策研究。

Zhu Songli is Associate Researcher and has long been engaged in the policy research of climate change mitigation.

中国对外贸易史（第2版）



History of Chinese Foreign Trade (Second Edition)

作者：孙玉琴

Author: Sun Yuqin

ISBN: 9787302302636

Publication Date: 2013-01-01

Page Count: 348

About the Book:

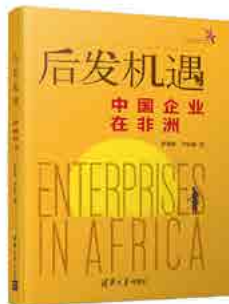
两千余年的中国对外贸易历史内涵极其丰富，涉及的问题纷繁复杂，本书在结构安排上打破了或按时间或按专题的传统阐述方法，将两者有机结合，使读者既能把握整体发展脉络，又能对重点问题有所了解。全书共十章。第一章至第五章阐述自公元前2世纪西汉中叶以来，中国对外贸易政策、制度、中外贸易关系、进出口商品构成及对外贸易与经济文化交流。第六章至第八章阐述从1840年鸦片战争到新中国成立前西方列强对中国对外贸易的控制、中国对外贸易发展的规模与水平等。第九章和第十章阐述新中国成立以来对外贸易指导思想及进出口贸易的现况和趋势。

China has more than 2000 years of rich history in foreign trade, where a number of complex issues are involved. Unlike traditional elaboration methods, which are structured according to time or topics, this book integrates the two so that readers can grasp the overall development as well as have a basic understanding of key issues. The book consists of ten chapters. Chapters one to five describe China's foreign trade policies, institutions, Sino-foreign trade relations, composition of import and export commodities, and foreign trade and economic and cultural exchanges since the middle of the Western Han Dynasty in the 2nd century BC. Chapters six to eight illustrate the control of Western powers over China's foreign trade, and the scale and level of China's foreign trade development from the Opium War of 1840 to the founding of the People's Republic of China. Chapters nine and ten explain the guiding ideology of foreign trade and the current situation and trends of import and export trade since the founding of the People's Republic of China.

About Author:

孙玉琴，教授，主要研究方向为中国对外贸易理论和政策，制度变迁与经济增长等。

Professor Sun Yuqin's main research interests include the theories and policies of China's foreign trade, institutional changes and economic growth.



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，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 depicts 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，本科期间休学一年在非洲完成300家在非中国企业的采访。

During Li Yadong's undergraduate studies, Li suspended his schooling for one year to interview 300 Chinese enterprises in Africa.

卢朵宝，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 is working at the Africa Regional Office of Xinhua News Agency. She has published a large amount of reports on China-Africa cooperation.

赋能未来：跨界融合背景下的车企技术并购



Empower the Future: Transform Automotive Industry Thru Acquisition of Technology Startups

作者：徐亚丁、李东红、李钊、杨主格

Author: Xu Yading, Li Donghong, Li Zhao, Yang Zhuge

ISBN: 9787302508090

Publication Date: 2019-01-01

Page Count: 256

About the Book:

对于任何一个产业而言，创新的主体都是多元的：既有在产业中居于领先地位的大型企业，也有包括技术驱动型初创企业在内的中小企业。受制于自身技术创新机制等因素，大型企业常常积极寻求与技术驱动型初创企业的合作，包括并购。大型企业对技术驱动型初创企业的并购，既为技术驱动型初创企业提供了一种归宿，也为大型企业提供了一条获取技术创新领先成果的有效途径，并最终借助两者间的合作，促进了整个产业的技术创新与产业升级。本书将汽车业数字化转型中的技术创业并购作为研究对象，研究了大型企业并购技术驱动型初创企业的一般规律。

The body of innovation of every industry is multifaceted: from large companies that are leaders in the industry to SMEs including technology start-ups. Due to factors such as the limitation of their own technological innovation mechanisms, large companies often actively seek cooperation with technology startups, including acquisitions. The acquisition of technology startups by large enterprises provides a home for technology startups as well as an effective way for large enterprises to acquire leading technological innovation achievements, and ultimately promotes technological innovation and industrial upgrading of the whole industry through the cooperation between the two. This book studies the acquisitions of technology start-ups in the digital transformation of the automotive industry, and examines the general pattern of acquisitions of technology start-ups by large enterprises.

About Author:

徐亚丁，博士，研究员。

Xu Yading is a Doctor and Senior Researcher.

李东红，博士，副教授。

Li Donghong is a Doctor and Associate Professor.

中国PE/VC经典投资案例集（英文版）



China PE/VC Successful Case Studies

作者: 北京创投咨询有限公司

Author: Beijing Venture Investment Consulting Company Limited

ISBN: 9787302566519

Publication Date: 2020-11-01

Page Count: 564

About the Book:

本书收录了中国30年来36个经典的PE/VC投资案例，包括投资阿里巴巴、腾讯、新浪、百度、蒙牛、海尔、小米、顺丰、美团、工商银行等。所有案例都翔实地阐述了投资人在整个项目周期中的思考、策略和执行。这些案例均具备以高回报率完成全部退出，或上市之后价值远高于最近一轮融资估值，行业内具有极高的认知与认可度，对行业发展有积极推动及借鉴作用，以及通过技术创新或模式创新给社会带来价值等特点。

This book is the first collection of classic investment cases written from the perspective of the PE industry, with 36 heavyweight cases, such as Mengniu Dairy, Shenzhen Development Bank, Baidu, VIPShop, etc. All the cases selected share the following features: the investors have reaped in high returns during the exit stage, or the market value of the companies after listing has exceeded the valuation of the recent financing round; the companies were highly recognized within their respective industry; and their development paths may inspire and move forward the growth of the industry as a whole, either from the aspect of technical or management innovation.

股权战略：合伙机制+股权激励+融资方案



Equity Strategy: Partnership Mechanism + Equity Incentives + Financing Plans

作者：张凯智、马英

Author: Zhang Kaizhi, Ma Ying

ISBN: 9787302561002

Publication Date: 2021-05-01

Page Count: 228

About the Book:

在全民创业浪潮下，很少有孤军奋战的创业者能笑到最后。因此，创业者在创业期间往往会选择引入外部力量，如邀人合伙，或引入融资。本书针对创业者在不同时期可能遇到的股权相关问题进行了全面解析，包括创业者在创业前期如何选择合伙人并进行股权分配，如何设计退出机制；在创业中期如何利用股权激励留住人才，以及为了更好地发展，如何制作并落实股权融资计划等内容。本书通过实际案例对股权方面的内容进行有针对性的分析，为创业者制订股权战略提供科学有效的实战指导。

In the fever of nation-wide entrepreneurship, few entrepreneurs can make it if they work alone. Therefore, entrepreneurs often choose to bring in external forces during the start-up period, such as inviting people to be a partner or bringing in financing. This book provides a comprehensive analysis of equity-related issues that entrepreneurs may encounter at different stages, including how to choose partners and allocate equity in the early stage of the business, and how to design a withdrawal mechanism; how to utilize equity incentives to retain talents in the middle of the entrepreneurship, and how to formulate and implement an equity financing plan for better development. The book delivers a targeted analysis of equity-related issues through actual cases, providing entrepreneurs with scientific and effective practical guidance for formulating equity strategies.

About Author:

张凯智（本名张海峙），公司董事长，宁夏天使投资联合会会长，专注于股权设计、资产处置领域的实践。

Zhang Kaizhi (born as Zhang Haizhi) is company Chairman and President of Ningxia Angel Investment Federation, focusing on practices in equity design and asset disposal.

马英，商业模式咨询师。

Ma Ying is a business model consultant.

价值互联网：超越区块链的经济变革



Value Internet: Economic Revolution Beyond Blockchain

作者：蔡剑

Author: Cai Jian

ISBN: 9787302565727

Publication Date: 2021-05-01

Page Count: 212

About the Book:

全球经济体系在新冠肺炎疫情爆发之后发生了深层次改变，新的价值互联网产业开始迸发。本书阐述了价值互联网形成的科学规律和原理，揭示出全球经济面临的巨大危机以及互联网和区块链对金融领域产生强烈冲击的深层次动因。作者从丰富的实践出发，剖析了网络智能科技与普及数字货币对数字经济产业的变革作用，设计未来产业创新和经济体系重构的方法和思路，以用开辟以价值互联网实现科技、医疗、教育等领域改革的有效路径。书中的大量国内外实践案例，能帮助人们在实践中运用价值互联网的方法和技术。

The global economic system has been profoundly changed after the outbreak of the COVID-19 pandemic, and a new value Internet industry has emerged. This book illustrates the scientific laws and principles of the formation of the value Internet, revealing the huge crisis facing the global economy and the deep-seated causes for the strong impact of the Internet and blockchain on the financial sector. From rich practices, the author analyzes how network intelligent technology and the universal adoption of digital currency transform the digital economy industry, and designs methods and ideas for future industrial innovation and economic system reconstruction, so as to create an effective path of achieving reform in fields such as science and technology, medical care and education with the value Internet. A large number of domestic and international practical cases are included the book, which help readers to apply the methods and technologies of the value Internet in practice.

About Author:

蔡剑，教授，公司创始人。

Cai Jian is a Professor and company founder.

产业互联网：全产业链的数字化转型升级



Industrial Internet: Digital Transformation and Upgrading of the Whole Industry Chain

作者：王玉荣、葛新红

Author: Wang Yurong, Ge Xinhong

ISBN: 9787302570455

Publication Date: 2021-01-01

Page Count: 192

About the Book:

产业互联网是包含众多支撑技术及应用场景的综合体，其在实际应用中极其复杂，因此，真正理解和应用产业互联网绝非易事。本书系统地阐述了产业互联网的发展背景、理论认知、顶层规划和转型实施，为产业互联网构建了完备的理论体系和实施的方法论。同时，展示了产业互联网不同领域的实践案例，以实证方法更为清晰地呈现了产业互联网的构建路径和实施效果。在实践方面，本书也详尽介绍了一些IT解决方案。《产业互联网：全产业链的数字化转型升级》是企业家、投资者研习产业互联网不可错过的案头书。

Industrial Internet is a synthesis incorporating various supporting technologies and application scenarios, and it is also extremely complex in actual application. Therefore, it is never easy to truly understand and apply industrial Internet. This book systematically elaborates the development background, theoretical knowledge, top-level planning and transformation implementation of industrial Internet, so as to formulate a complete theoretical system and implementation methodology for industrial Internet. At the same time, the book includes practical cases in different fields of industrial Internet, clearly presenting the construction path of industrial Internet and its implementation effect by using an empirical approach. In terms of practice, the book also introduces some IT solutions in detail. Industrial Internet: Digital Transformation and Upgrading of the Whole Industry Chain is a book that every entrepreneur and investor should have to study industrial Internet.

About Author:

王玉荣，浙江清华长三角研究院产业互联网研究中心主任，国际管理学会中国卓越管理专家。

Wang Yurong is Director of Industrial Internet Research Center of Yangtze Delta Region Institute of Tsinghua University, Zhejiang, and an excellent management expert in China of International Management Institute.

企业数字化转型指南：场景分析+IT实施+组织变革



A Guide to Enterprise Digital Transformation: Scenario Analysis + IT Implementation + Organizational Transformation

作者：喻旭

Author: Yu Xu

ISBN: 9787302577232

Publication Date: 2021-05-01

Page Count: 292

About the Book:

数字时代下，企业优势从产品规模供应向个性需求的识别与匹配迁徙，消费需求、触点和行为在快速变化。数字化是帮助企业适应新时代，建立新优势的重要抓手。

In the digital era, business advantages have transformed from large-scale supply of products to the identification and matching of individual needs, and consumer needs, contacts and behaviors are changing rapidly. Digitalization offers important assistance for enterprises to adapt to the new era and establish new advantages.

这是一本从业务场景、IT实施与组织变革3个方面，全方位讲解企业数字化转型的参考指南。本书内容根据作者的实战经验和研究提炼，按照企业转型的时序逻辑展开叙述，依次为：项目启动、达成共识、知识导入、场景共创、IT赋能、试点运营、全面复制。读者能够看到企业数字化转型各阶段可能遇到的问题以及具体的应对方式。

This is a reference guide that comprehensively explains the digital transformation of enterprises from 3 aspects, that is, business scenario, IT implementation and organizational transformation. Based on the author's practical experience and research, the book is organized according to the chronological logic of enterprise transformation: project initiation, reaching a consensus, knowledge introduction, scenario co-creation, IT empowerment, pilot operation, and full replication. Readers will be able to see the problems that enterprises may encounter at each stage of digital transformation and the specific solutions.

About Author:

喻旭，数字商业导师，主要研究企业数字转型、商业模式设计等。

Yu Xu is a digital business mentor who has been focusing on enterprise digital services, digital transformation and business model design.

企业战略转型：机理、过程与实践

Strategic Transformation of Enterprises:
Mechanism, Process and Practice

作者：唐孝文

Author: Tang Xiaowen

ISBN: 9787302523949

Publication Date: 2020-10-01

Page Count: 124

About the Book:

战略转型是很重要的领域，国内外学者做过诸多研究，然而，战略转型的内涵至今仍没有一个公认的、统一的解释，战略转型关键因素和过程机理仍缺乏系统探讨。本书在系统梳理已有战略转型研究成果的基础上，以动态能力为理论基础，对企业战略转型过程机理进行深入研究，在此基础上识别基于战略转型过程的关键因素，构建动态能力、关键因素、转型成效关系模型。本书采用文献回顾—模型构建—实证研究的研究模式。

Strategic transformation is an imperative field where scholars at both home and abroad have done many researches. However, there is still a lack of a universally-accepted and unified explanation of the connotation of strategic transformation, and systematic discussions on key factors and process mechanism of strategic transformation are still insufficient. Based on a systematic review of the existing research results on strategic transformation, this book refers to the theory of dynamic capability to conduct an in-depth study on the process mechanism of strategic transformation of enterprises, on the basis of which key factors based on the strategic transformation process are identified, and a model of the relationship among dynamic capability, key factors and transformation effectiveness is constructed. This book adopts the research model of literature review – model construction – empirical research.

About Author:

唐孝文，博士，大学教师，主要研究领域是：战略管理、产业经济等。

Tang Xiaowen is a Doctor and University lecturer. His main research areas are strategic management and industrial economics.

鬼谷子大商之道



Wisdom of Guiguzi: The Great Business Way

作者：兰彦岭

Author: Lan Yanling

ISBN: 9787302558743

Publication Date: 2021-02-01

Page Count: 324

About the Book:

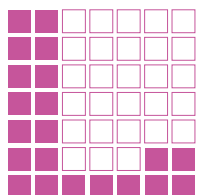
伴随着时间的推移，西方管理学的不足和偏颇日益明显，而这些不足和偏颇却在中国传统文化里找到了答案。作者潜心研究鬼谷子二十多年，精心打造推出《鬼谷子大商之道》，专业服务中小企业经营管理者，帮助企业家完成生命、事业的重塑，实现超凡入圣、蛇龙之变。本书主要围绕“道与术、常与变、利与害、捭与阖、取与予、方与圆”进行详细阐述，内容丰富而详实，从而让企业管理者得到全面的提升。

As time passes, the deficiencies and biases of Western management are becoming increasingly prominent, which have found their solutions traditional Chinese culture. The author has been studying The Wisdom of Guiguzi for more than twenty years, and he has crafted and published The Wisdom of Guiguzi: The Great Business Way, which specifically serves managers of small and medium-sized business and helps entrepreneurs to reshape their lives and careers so as to realize the unprecedented transformation. The elaboration in this book mainly centers around “Tao and Technique, Normality and Change, Benefit and Harm, Open and Close, Take and Give, Square and Circle”. The book has rich and detailed content, so that business managers can get a comprehensive improvement

About Author:

兰彦岭，“中国鬼谷子研究学会”副会长。

Lan Yanling is Vice President of China Wisdom of Guiguzi Research Society.



语言 文化 艺术
Language, Culture
and Arts

寒山诗：文本旅行与经典建构（修订版）



Cold Mountain Poems: Textual Travel and Canonical Construction (Revised Version)

作者：胡安江

Author: Hu Anjiang

ISBN: 9787302573999

Publication Date: 2021-06-11

Page Count: 332

About the Book:

在中国文学史的宏大叙事体系中，寒山诗从未真正进入过精英知识分子的关注视野，即使是在众声喧哗的后经典时代，寒山诗也一直游离于中国文学经典形式库的边缘地带。然而，自20世纪50年代始，东西方却给予了寒山诗以崇高的文学礼遇，其足迹几乎遍布世界各地。本书系统探讨了寒山诗在世界文学场域中的译介、传播与经典建构，并从知识考古学的研究方法入手考察了意义深远的“寒山热”及“寒山现象”的形成与确立，及其对于世界文学史和文化史的意义与价值。

In the grand narrative system of the history of Chinese literary, cold mountain poems have never really drawn the attention of elite intellectuals. Even in the post-classical era where all kinds of classics were appreciated, cold mountain poems remained a classic form of Chinese literature that was often overlooked. However, since the 1950s, cold mountain poems have been accorded high literary honors in both the East and the West, and they have spread almost all over the world. This book systematically explores the translation, dissemination and classic construction of cold mountain poems in the world literary field. Meanwhile, it uses the approach of archeology of knowledge to examine the formation and establishment of the “cold mountain fever” and “cold mountain phenomenon”, which have far-reaching meaning, and their significance and value for the history of world literature and culture.

About Author:

胡安江，教授，四川外国语大学翻译学院院长，主要研究专长为翻译与文化、中国文学译介与传播等。

Hu Anjiang is Professor and Dean of the College of Translation and Interpreting of Sichuan International Studies University. His main research interests include translation and culture, and translation and dissemination of Chinese literature.

我们的文字

The Chinese Characters



作者：国家图书馆中国记忆项目中心

Author: Memory Project Center of National Library China

ISBN: 9787302388227

Publication Date: 2015-1-1

Page Count: 360

About the Book:

本书以全新的视角讲述文字故事。内容纵向贯穿文字发展全部历程，横向覆盖了中国20余个民族所使用的30种左右的民族文字，涉及到10余种已经消失的文字，这些来自不同民族的文字，共同组成了我们的文字，中国的文字。本书还从文字与民俗、文字与艺术、文字崇拜、文字的传播等不同角度来解读文字主题，从仓颉、王羲之、蔡伦的传说，到各民族的造纸技艺；从雕版印刷、活字印刷和篆刻艺术，到文字的避讳与文字的崇拜等，本书几乎涵盖了文字在中国得以传承的方方面面，也几乎涵盖了中国历史上政治、文化、生活的方方面面，是一本了解中国文字大家庭的微型百科全书。

The book tells the story of words and characters with a new perspective. The content runs through the entire process of character development, covering 30 kinds of national characters used by more than 20 ethnic groups in China, involving more than 10 kinds of extinct characters. These characters from different ethnic groups make up our national characters together, Chinese characters. The book also interprets the theme of characters from different perspectives, such as the relationship between characters and folklore, the relationship between characters and art, characters worship, and the spread of characters. This book covers almost all aspects of characters' inheritance in our country, and at the same time it covers almost all aspects of politics, culture and life in our history. For example, this book covers the legends of Cangjie, Wang Xizhi and Cai Lun, papermaking skills of various ethnic groups, engraving printing, movable-type printing and engraving art, the custom of characters avoidance and characters worship. It is a miniature encyclopedia, which can help readers understand the great family of Chinese characters.

About Author:

国家图书馆中国记忆项目中心：以“为国存史，为民立传”为宗旨，以中国现当代重大事件、重要人物为主题，以传统文献体系为依托，系统性、抢救性地进行口述史料、影像文献等新类型文献建设。

Memory Project Center of National Library of China: With the principle of “keeping history for the country and for the people”, the memory project of China systematically constructs a new library of new materials such as oral record and video documents to save the national memory. This project is conducted under the themes of important events and figures in contemporary and modern China, and is based on the traditional literature system.

明明白白学汉字（一）

Learn Chinese Characters
in a Clear Way (I)

作者：郭燕妮

Author: Guo Yanni

ISBN: 9787302493815

Publication Date: 2020-12-01

Page Count: 388

About the Book:

本书对每一课的生字进行字理分析，展示其古文字字形，阐释其字源意义及文化内涵，再针对生字设计系列练习，最后补充与该课生字有关的文化常识。

This book analyzes new characters for each lesson, displays the form of its ancient writing, explaining its etymological meaning and cultural connotation, then designs a series of exercises for the new characters, and finally complements with general cultural knowledge related to the new characters in the lesson.

About Author:

郭燕妮，博士，大学教师，中国驻葡萄牙中国文化中心教学负责人。

Guo Yanni is a Doctor of Philosophy, college lecturer, and the Head of Teaching at the Chinese Cultural Center in Portugal.

文化人类学概论：跨文化交流教程（英文版）



Cultural Anthropology: A Toolkit for Cross-Cultural Communication (English Edition)

作者：雷静、李淑静、饶玉芳

Author: Lei Jing, Li Shujing, Rao Yufang

ISBN: 9787302569084

Publication Date: 2020-12-01

Page Count: 232

About the Book:

本书通过浅显易懂的英文概述了文化人类学的主要理论和方法，并通过系统的分析，解释和比较不同族群的语言交流、经济活动、亲属系统和性别关系等文化现象和风俗习惯，揭示了全人类文化的共性和特性。本书适用于非英语专业高年级的英语选修课或者英语专业低年级的通识课程。本书以文化人类学为内容，英文为载体，不仅可以提高大学生的英语阅读能力，而且可以帮助他们了解和欣赏世界文化的多样性，增强国际视野。通过对比和分析不同文化现象，培养读者的独立思考能力和批判性思维。

This book is an overview of the main theories and methods of cultural anthropology in plain English, and reveals the commonalities and characteristics of all human cultures through a systematic analysis that explains and compares cultural phenomena and customs such as linguistic communication, economic activities, kinships and gender relations of different ethnic groups. This book is suitable for upper-level English elective courses for non-English majors or for lower-level general education courses for English majors. By introducing cultural anthropology in English, this book will not only improve the English reading ability of university students, but also help them understand and appreciate the diversity of cultures around the world and enhance their international vision. Through comparing and analyzing different cultural phenomena, readers can improve their independent thinking skills and critical thinking.

About Author:

雷静，纽约州立大学 Oswego 分校副教授，长期从事人类语言学和文化人类学的研究工作。

Lei Jing is Associate Professor at the State University of New York at Oswego and has been engaged in the research of anthropological linguistics and cultural anthropology for a long time.

读懂中国：英语读写教程



Reading China in English

作者：王革、李中正、伍怡然、吴于勤、夏芬、王丽虹

Author: Wang Ge, Li Zhongzheng, Wu Yiran,

Wu Yuqin, Xia Fen, Wang Lihong

ISBN: 9787302583240

Publication Date: To be published soon

Page Count: 170

About the Book:

本书是高质量的双语多元文化文本。通过海外平面和数字媒体对中国的报道，解读改革开放40年来，中国在政治、经济、文化和社会生活方面取得的成就。本教程展现了一个现代、立体、多元的中国，将有利于增进读者对当代中国的了解。本教材共有8个单元24篇文章，内容涉及改革溯源、文娱荟萃、文化展现、举国抗疫等几个板块。本教程适合本科及以上学历的中级英语水平以上学生使用、更适合新闻传媒、外事外交、国际关系、语言文学等专业的学生。

This is a high-quality bilingual multicultural book. Through the coverage of China in overseas print and digital media, it explains China's achievements in politics, economy, culture and social life in the 40 years of reform and opening up. This course presents a China that is modern, three-dimensional, and diverse, which can improve readers' understanding of contemporary China. There are 24 articles in 8 units in this textbook, covering several sections such as the origin of reform, cultural and recreational collection, cultural presentation, and nation-wide fight against pandemics. This book is suitable for students with undergraduate or higher degrees who can master intermediate English, and for students majoring in journalism and media, foreign affairs and diplomacy, international relations, and language and literature.

About Author:

王革，博士，教授。

Wang Ge, Phd and Professor.

中国传统文化（第二版）

Traditional Chinese Culture
(Second Edition)

作者：王霁

Author: Wang Ji

ISBN: 9787302544210

Publication Date: 2021-03-01

Page Count: 280

About the Book:

本书从哲学、道德、宗教、书画、诗歌、中医、武术、建筑等十二个方面全景式展现了中国传统文化的源远流长与博大精深，对于学生养成传统美德、树立文化自信、感受文化魅力、掌握文化精粹有着十分重要的作用。本书以通俗的语言，通过大量鲜活的案例和精美的图片，将中国传统文化写得活灵活现，跃然纸上，使之更符合高职学情，真正达到立德树人的目的。

This book panoramically presents the long history and profoundness of traditional Chinese culture in twelve aspects, including philosophy, morality, religion, painting and calligraphy, poetry, traditional Chinese medicine, martial arts and architecture. It is of great significance for students to cultivate traditional virtues, establish cultural confidence, feel the charm of culture and master the essence of culture. The book is written in language that is easy to understand, and uses a large number of living cases and beautiful pictures to vividly introduce the traditional Chinese culture, so that it is more compatible with the situation of higher education, and can foster character and civic virtue.

About Author:

王霁，教授。

Wang Ji, Professor and.

中国传统文化精神



The Spirit of Traditional Chinese Culture

作者：曾智安

Author: Zeng Zhi'an

ISBN: 9787302545118

Publication Date: 2020-04-01

Page Count: 244

About the Book:

本书试图以“修齐治平”价值观念体系为基础，对中国传统文化的精神进行深度扫描。在“修身”层面，主要关注中国古代人对于人生、人性以及个人道德修养等问题的基本态度；在“齐家”层面，主要关注中国古代人对于理想家庭想象和对人伦温暖的渴望；在“治国”层面，主要关注中国古代人对祖国的情感认同以及对于美好政治的看法；在“平天下”方面，主要关注中国古代人对于人类社会的终极理想，以及中国人对于本国与他国、本国文化与他国文化、人类社会与宇宙自然之间关系的深刻理解。

This book attempts to conduct an in-depth scan of the spirit of traditional Chinese culture based on the value system of "improving one's own to regulate the family, rule the country and make the world a peaceful place". On the level of "improving one's own", it focuses on the basic attitudes of ancient Chinese people towards life, humanity and personal moral cultivation; in terms of "regulating the family", it focuses on their imagination of an ideal family and their desire for the warmth of human relations; as for "ruling the country", it is mainly concerned with the ancient Chinese people's emotional identification with their motherland and their views on good politics; and in the aspect of "making the world a peaceful place", it mainly talks about the ultimate ideas of ancient Chinese people for human society and their profound understanding on the relationship between their own country and other countries, between the culture of their own country and that of other countries, and between human society and the universe and nature.

About Author:

曾智安，教授，主要从事乐府学及魏晋南北朝隋唐五代文学研究。

Zeng Zhi'an is a Professor and mainly engaged in the study of Yuefu poetry and the literature of the Five Dynasties of Wei, Jin, Northern and Southern Dynasties, Sui and Tang dynasties.

中国传统文化十五讲

Fifteen Lectures
on Traditional Chinese Culture

作者：张开焱、李建明、王世海

Author: Zhang Kaiyan, Li Jianming, Wang Shihai

ISBN: 9787302533948

Publication Date: 2019-09-01

Page Count: 400

About the Book:

本书分专题介绍中国传统文化的主要构成方面，总体上按照物质文化、制度文化和精神文化三个层面组织，每个层面分若干专题，重点在精神文化层面。客观知识介绍为主，辅之以价值阐发和引导。

The *Fifteen Lectures on Traditional Chinese Culture* introduces the main constitution of traditional Chinese culture by dividing it into special topics, and is generally organized according to the three levels of material culture, institutional culture and spiritual culture. Each level is split into several special topics, focusing on the level of spiritual culture. The main focus lies in the introduction of objective knowledge, supplemented by value elucidation and guidance.

About Author:

张开焱，教授，长期研究中国神话、中国小说、中国文化。

Professor Zhang Kaiyan has been studying Chinese mythology, Chinese fictions and Chinese culture for a long time.

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, 副教授, 华侨大学通识教育研究中心和教研部主任。

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

中国文化要论



Essentials of Chinese Culture

作者：黄毅、梁洁

Author: Huang Yi, Liang Jie

ISBN: 9787302552079

Publication Date: To be published soon

Page Count: 348

About the Book:

本书讲论中国优秀传统文化。全书采用“以点及面”“择要而论”的形式，撷取中国传统文化精要之处进行专题讲论。全书分为国学哲思、礼俗教化、文学经典和人文艺术四篇，每篇下设五章，内容基本涵括了传统国学之主要思想、华夏礼俗之基本精神、古典文学之大体风貌以及人文艺术之诸多亮点。全书行文风格通达晓畅，力求对各大文化要点做深入浅出式之讲解，兼顾学术性与可读性，并根据章节内容选配丰富多彩之图片资料，以期达到图文并茂、雅俗共赏的阅读效果。

This is a book that talks about the outstanding aspects of traditional Chinese culture. This book adopts the approach of “starting from points and proceeding to cover the whole”; it picks and selects the essentials of traditional Chinese culture for a thematic discussion. The book is divided into four parts: philosophy of Chinese studies, rituals and customs, literary classics, as well as humanities and arts, with each part including five chapters. The content basically covers multiple highlights such as the main ideas of traditional Chinese studies, the basic spirit of Chinese rituals and customs, the general styles and features of classical literature, as well as humanities and arts. The book is written in a clear and concise style, and strives to provide in-depth explanations of each major cultural point in a simple way. It is both academic and readable, providing a variety of pictures according to the content of the chapters. In this way, this book is beautifully illustrated and readable, and suits both refined and popular tastes.

About Author:

黄毅，大学教师，主要讲授中国古代文学文化类课程。

Huang Yi is a university lecturer. He teaches courses on ancient Chinese literature and culture.

中国旅游地理（第3版）

Tourism Geography of China
(3rd Edition)

作者：曹培培

Author: Cao Peipei

ISBN: 9787302577065

Publication Date: 2021-05-01

Page Count: 276

About the Book:

本书由上、下两篇组成。上篇为总论部分，包括绪论、中国自然旅游资源、中国人文旅游资源和旅游交通；下篇为分区部分，包括中国旅游地理区划，以及京津冀旅游区、东北旅游区、黄河中下游旅游区、西北旅游区、长江中下游旅游区、东南旅游区、西南旅游区、青藏旅游区和港澳台旅游区，主要介绍中国一级旅游区的地理环境、代表性旅游资源及风物特产等。

This book is divided into the first part and the second part. The first part is the overview, including the introduction, China's natural tourism resources, China's humanistic and cultural tourism resources and China's tourism transportation; the second part is about different areas, including China's geographical division for tourism, as well as Beijing-Tianjin-Hebei tourism area, Northeast tourism area, tourism area along the middle and lower reaches of the Yellow River, Northwest tourism area, tourism area along the middle and lower reaches of the Yangtze River, Southeast tourism area, Southwest tourism area, Qinghai-Tibetan tourism area and Hong Kong, Macao and Taiwan tourism area. It mainly introduces the geographical environment, representative tourism resources and special local products of China's first-class tourism areas.

About Author:

曹培培，教师。

Cao Peipei, teacher.

守望与思索：人文清华讲坛实录精选特辑（110校庆）



Watching and Pondering: Selected Collection of the Transcript of the Forum of Humanitas Tsinghua (110th Anniversary)

作者：张小琴、江舒远

Author: Zhang Xiaoqin, Jiang Shuyuan

ISBN: 9787302579427

Publication Date: 2021-04-01

Page Count: 512

About the Book:

本书汇集了26位清华大学当代学者，每人一课，集中体现他们的经典学说、独特思考和重大发现。所有内容均经过精心准备，代表了当代清华人文社会学科的最高水平，是清华大学百年来与国家、民族共命运的思想传统的延续。26课内容均来自“人文清华”讲坛。该讲坛开启于2016年初，是清华大学的大型学术活动，致力于构建一个人文思想持续发声的公共空间，推动人文日新、社会进步。

This book includes one lesson from each of 26 contemporary scholars from Tsinghua University, which focuses on their classic theories, unique thinking and major discoveries. All the contents have been prepared with great care, which represent the highest level of contemporary humanities and social sciences at Tsinghua University, and are the continuation of Tsinghua University's traditional thinking of a shared fate with the country and the nation that has been abided by for over a century. The contents of the 26 lectures are all from the "Humanitas Tsinghua" forum, which was launched in early 2016 as a large academic event in Tsinghua University dedicated to building a public sphere for the continuous voice of humanistic thoughts so as to promote the daily improvement of humanistic culture and social progress.

About Author:

张小琴，博士，教授，中国新闻教育史研究会副会长。

Zhang Xiaoqin is a Doctor, Professor and Vice President of Research Association of China Journalism Education History of Tsinghua University.

莫高学堂丛书

Mogao School Series



作者: 宋淑霞 编著

Author: Song Shuxia

ISBN: 9787302548546\9787302548539\9787302548140\9787302548126\9787302547761\9787302546764\9787302545194\9787302542643

Publication Date: 2021-01-01

Page Count: 128

About the Book:

这是一套传播中国敦煌文化艺术的普及读本，主要以通俗易懂、生动活泼的方式，从地理、历史、艺术、文化、生活多角度地介绍河西走廊、河西走廊的绿洲、敦煌的历史与丝绸之路、莫高窟的开凿、繁盛、衰落与重新，莫高窟壁画中所体现的世俗生活、科技、图案、服饰、飞天等等，以及莫高窟的保护。

This is a set of books for the dissemination of Dunhuang culture and art. From multiple aspects including the geography, history, art, culture and life, the book introduces in an easy-to-understand and lively manner the Hexi Corridor, the oasis of the Hexi Corridor, the history of Dunhuang and the Silk Road, the excavation, prosperity, decline and revival of the Mogao Caves, the mundane life, technology, patterns, costumes and flying Apsaras embodied in the mural arts of Mogao Caves, and the conservation of the Mogao Caves.

本丛书共有八册，分别是《敦煌莫高窟》《敦煌与丝绸之路》《敦煌藏经洞探秘》《敦煌飞天》《敦煌石窟中的科技》《敦煌壁画中的世俗生活》《敦煌壁画中的服饰》《敦煌壁画中的装饰图案》。“莫高学堂丛书”旨在向广大青少年介绍举世瞩目的文化遗产——敦煌石窟所蕴含的珍贵价值及其丰厚的文化内涵，让广大青少年充分感受到中国优秀传统文化的魅力，让更多的青少年自发地加入到保护世界遗产的队伍中来。

This series consists of eight volumes, that is *Mogao Caves at Dunhuang*, *Dunhuang and the Silk Road*, *Exploring the Cave of Hidden Scriptures at Dunhuang*, *The Flying Apsaras at Dunhuang*, *Technology in Dunhuang Caves*, *Mundane Life in Dunhuang Murals*, *Costumes in Dunhuang Murals*, and *Decorative Patterns in Dunhuang Murals*. The *Mogao School Series* aims to introduce young people to the precious values and rich cultural connotations of the Dunhuang Caves, which is a world-renowned cultural heritage, so that they can fully experience the charm of the excellent traditional Chinese culture and more young people will voluntarily participate in the protection of world heritages.

About Author:

宋淑霞，敦煌研究院接待部副主任。长期从事敦煌文化弘扬工作。

Song Shuxia is Deputy Director of the Reception Department of Dunhuang Academy China. She has long been engaged in the promotion of Dunhuang culture.

My Flow: Cross-cultural Communication



作者：彭凯平

Author: Peng Kaiping

ISBN: 9787302493891

Publication Date: 2020-05-01

Page Count: 320

About the Book:

不同的文化在语言、习俗、文化心理等方面都有巨大的差异。本书从文化和心理学的双重视角，分全球视野下的文化观、跨文化沟通障碍的突破与克服、跨文化沟通影响力与说服力以及跨文化沟通创新与实践四个部分进行详述，开篇导入跨文化沟通的界定、特点、应用场景、必要性、能力要求，继而阐释语言障碍、沟通风格障碍、认同感障碍和文化心理障碍的突破与克服，解析跨文化过程中的影响、说服、对话、沟通、冲突等。

Different cultures have huge differences in language, customs, cultural psychology and other aspects. From both cultural and psychological perspectives, this book provides detailed discussion from four parts: the cultural view from a global perspective, the breakthrough and overcoming of cross-cultural communication barriers, cross-cultural communication influence and persuasion, and the innovation and practice of cross-cultural communication. The opening part introduces the definition, characteristics, application scenarios, necessity and ability requirements of cross-cultural communication; then it explains the breakthrough and overcoming of language barriers, communication style barriers, identity barriers and cultural psychological barriers, as well as analyzes the influence, persuasion, dialogues, communication and conflicts in cross-cultural process.

About Author:

彭凯平，教授，清华大学学术委员会委员、社会科学学院院长，国际积极心理联合会（IPPA）以及国际积极教育联盟（IPEN）中国理事，并担任中国国际积极心理学大会执行主席（2009年至今）。

Professor Peng Kaiping is a member of the Academic Committee, Dean of the School of Social Sciences of Tsinghua University, a Chinese board member of the International Positive Psychology Association (IPPA) and the International Positive Education Network (IPEN), and Executive Chairman of the International Congress of Positive Psychology in China (2009-present).

儒家修身九讲



Nine Lectures on Confucian Morality Cultivation

作者：方朝晖

Author: Fang Zhao-hui

ISBN: 9787302547419

Publication Date: To be published soon

Page Count: 316

About the Book:

针对现代人沉重的压力和疲惫的心灵，特别是各种精神心理疾病，本书认为，中国古代的修身传统有强大的现实意义。本书探讨了如何在现代条件下激活古代修身传统，并在实际教学中摸索出一套具体的修身方法。作者将儒家几千年来特别是从孔孟到宋明时期所发展起来的修身智慧，分成守静、存养、自省、定性、治心、慎独、主敬、慎言、致诚等九个范畴，对它们的基本含义及其现实意义进行了深入浅出的阐释。书后附录集多家经典，可用于反复阅读、朗读乃至抄写，帮助修身实践。

In response to the heavy stress faced by modern people and their exhausted mind, especially various mental and psychological illnesses, this book argues that the ancient Chinese tradition of morality cultivation has an immense practical significance. The book explores how to activate the ancient traditions of morality cultivation under modern conditions and gropes for a set of concrete methods for it in practical teaching. The author divides the Confucian wisdom of morality cultivation developed over thousands of years, especially from Confucius and Mencius to the Song and Ming dynasties, into nine categories, such as remaining still, keeping cultivation, self-reflection, determining the nature, disciplining the heart, self-controlling, respecting the master, prudent speech, and honesty. Their profound basic meanings and practical significance are explained in a simple way. A collection of classics is appended at the end of the book, which can be used for repeated reading, reading aloud or even transcribing to help practice morality cultivation.

About Author:

方朝晖，博士，教授。专攻领域为中国思想史和儒学。

Fang Zhao-hui is Doctor of Philosophy and professor. He specializes in the history of Chinese thought and Confucianism.

走近清华简（增补版）

Approaching the Tsinghua Slips
(Supplementary Edition)

作者：刘国忠

Author: Liu Guozhong

ISBN: 9787302546184

Publication Date: 2020-06-01

Page Count: 396

About the Book:

2008年，清华大学通过校友捐赠，入藏了一批战国竹简，通称清华简，清华简是一批以经、史类典籍为主的竹简书籍，涉及中国传统文化的核心内容，自入藏之日起就引起了海内外学者、社会大众的广泛关注。本书是第一部有关清华简的普及性学术著作，通过对清华简各方面情况的全方位介绍，让读者更好地了解中国的历史文化，体会到清华简的独特魅力。

In 2008, Tsinghua University, through donation from alumni, acquired a number of bamboo slips of Warring States, commonly known as Tsinghua slips. These bamboo slips have attracted widespread attention from scholars and the public at home and abroad since the day they were acquired, as they are a group of books centering on ancient classical and historical books and records and involve the core content of traditional Chinese culture. This book is the first popular academic work on Tsinghua slips, which provides a comprehensive introduction to all aspects of these slips to help readers better understand Chinese history and culture so that they can appreciate the unique charm of Tsinghua slips.

About Author:

刘国忠，博士，教授。主要从事中国古代史、历史文献学等领域的教学研究工作。

Liu Guozhong is a Professor and holds a PhD degree. He is mainly engaged in education and research in the fields of ancient Chinese history and historical literature.

千年民俗文化



Folk Culture of Thousands of Years

作者：喻本伐

Author: Yu Benfa

ISBN: 9787302430629

Publication Date: 2016-06-01

Page Count: 320

About the Book:

本书主要分为六章，首先对中国民俗文化之礼仪的起源、发展与功能作用进行综合概述，然后从节日习俗、人生仪式习俗、家族习俗、信仰习俗到民俗文化之创意开发等内容，循序渐进，作生动讲述，娓娓道来。全书以人文的视角讲述，并附有故事体文本和精致的图片，将博大精深的民俗文化转为通俗易懂的普及读本，要点常识全面丰富、好读易懂，让读者轻松领略中国民俗文化引人入胜的独特魅力。

This book is divided into six chapters. First, it gives a comprehensive overview of the origin, development and function of Chinese folk culture, and then it progressively introduces festival customs, rituals and customs of life, family customs, beliefs and the creative development of folk culture. The narration is vivid and appealing. The book is told from a humanistic perspective, supplemented with stories and exquisite pictures, turning the profound folk culture into a popular reading book that is easy to understand. It includes comprehensive and abundant key points and general knowledge, which is easy to read and comprehend, so that readers can effortlessly appreciate the fascinating and unique charm of Chinese folk culture.

About Author:

喻本伐，教授，主要从事中国教育史的教学与研究。

Yu Benfa is a professor mainly engaged in the teaching and research of the history of Chinese education.

图说中华节令趣事

An Illustrated Book of Fun Facts of Chinese Festivals



作者：马大勇 编著；Dodolog 绘
Edited by Ma Dayong, Illustrated by Dodolog
ISBN: 9787302411192
Publication Date: 2015-09-01
Page Count: 276

About the Book:

本书是一部介绍中国传统节日文化的普及读物。图文并茂，引经据典，全面揭示了中国节令文化的深厚文化内涵。本书旨在介绍中国传统节日文化的美，描述了各个节日诗情画意的来源和不为现代人所知的各种有趣习俗，不但解释四季节日的来龙去脉，还注重叙述节日中蕴含的农耕文明、传统美德。同时，还注重节令之美：年画、剪纸、插花、龙舟、乞巧、拜月等各种美术、游艺之俗。

This book promotes the knowledge of traditional Chinese festival culture. With beautiful illustrations and texts, the book cites the classics to reveal the profound cultural connotations of Chinese festival culture in a comprehensive manner. This book aims to introduce the beauty of traditional Chinese festival culture, describing the origins of the poetic romance of each festival and various fun customs unknown to modern people. It not only explains the origins of the festivals in four seasons, but also provides a detailed account on the agricultural civilization and traditional virtues embedded in the festivals. In the meantime, it focuses on the beauty of the festivals: New Year pictures, paper-cuttings, flower arrangement, dragon boats, pleading with the Weaver Girl, worship of the moon, and other arts and entertainment customs.

About Author:

马大勇，南宁市作协会员，主要从事中国文化普及读物的写作。

Ma Dayong is a member of Nanning Writers Association and is mainly engaged in the writing of books to popularize Chinese culture.

西游记

Journey to the West



作者: (明) 吴承恩 著 陈惠冠 绘 王东 译

Author: (Ming) Wu Cheng'en, Illustrated by

Chen Huiguan, Translated by Wang Dong

ISBN: 9787302521426

Publication Date: 2020-09-01

Page Count: 420

About the Book:

《西游记》是中国四大名著之一，本书由插画大家陈惠冠先生绘制，共有200幅国画风格的插图，按照原书的一百个章节作为线索和结构主体，是目前国内艺术含量最高的全本西游记故事。本书由著名作家对原著进行通俗化晓畅化改写，让普通读者能够轻松走进西游记的魔幻世界。

Journey to the West is one of the Four Great Classical Novels of Chinese literature. The 200 pictures of traditional Chinese painting style in this book are illustrated by Mr. Chen Huiguan, a famous illustrator. The book includes the hundred chapters in the original masterpiece as the clues and main body, making it the most artistic and complete book of the *Journey to the West* in China at present. The book is rewritten by a famous writer to make the original content easier-to-understand, so that ordinary readers can effortlessly enter the magical world of *Journey to the West*.

About Author:

陈惠冠，擅绘人物的国画名家，被称为连环画界的“领军人物”。曾任中国连环画出版社总编辑。

Chen Huiguan is a famous traditional Chinese painting master who specializes in drawing characters. He is known as a “leading figure” in the field of picture stories. He used to be the Editor-in-Chief of the Chinese Picture Story Publishing House.

王东，大学教师。

Wang Dong is a university lecturer.

漂泊的船——中国流失海外的古船模

Drifting Ships – Ancient Chinese Ship Models Lost Overseas



作者：张岩鑫、梁二平

Author: Zhang Yanxin, Liang Erping

ISBN: 9787302547976

Publication Date: 2020-10-01

Page Count: 372

About the Book:

中国船模是中国舟船文化和航海文化的重要载体，在中国已有几千年的历史，然而，很多古船模却流失在了海外。因此，搜寻、研究、整理、复制、展示中国古船模，是一个兼具历史与现实意义的课题。本书通过搜寻流失在海外的中国古船模，来探究它们在中国造船史上的位置，能够在一定程度上还原它们所承载的历史、科技、经济和文化的多方信息，为中国舟船文化和航海文化提供研究样本和学术支持，为未来舟船文化和航海文化研究提供历史借鉴。

Chinese ship models are an important carrier of Chinese ship culture and maritime culture, and it has a history of thousands of years in China. However, many ancient ship models have been lost overseas. Therefore, searching, researching, organizing, replicating and displaying ancient Chinese ship models is a topic of both historical and practical significance. This book discusses the position of ancient Chinese ship models lost overseas in the history of Chinese shipbuilding by searching for them, recreating to some extent the historical, technological, economic and cultural information they are burdened with, providing research samples and academic support for Chinese ship culture and maritime culture, and offering historical reference for future research on ship culture and maritime culture.

About Author:

张岩鑫，教授，深圳大学海洋艺术研究中心主任，画家，海洋文化艺术学者。

Zhang Yanxin is Professor, Chairman of Shenzhen University Marine Culture and Art Research Center, painter, and scholar in ocean culture and art.

辽沈文物

Cultural Relics
in Liaoning-Shenyang Region

作者：杨小梅、罗潇冰、马晓英

Author: Yang Xiaomei, Luo Xiaobing, Ma Xiaoying

ISBN: 9787302564904

Publication Date: 2021-01-01

Page Count: 232

About the Book:

本书主要介绍辽宁省内145处被核定公布为全国重点文物保护单位的文物。首先介绍辽宁省六大世界文化遗产；其次介绍沈阳市的全国重点文物保护单位和重要的省市级文物保护单位；最后分四大地域，分别介绍辽宁省各个城市的全国重点文物保护单位。全书力求线索清晰、层次分明，通过具体可感的文物，让读者更深刻地理解辽沈地域及整个中国的历史发展进程。

This book focuses on the 145 cultural relics in Liaoning Province that have been listed as important heritage sites under state protection. First, it introduces the six world cultural heritage sites in Liaoning Province; then, it presents the important heritage sites under state protection and important heritage sites under provincial and municipal protection in Shenyang City; finally, it introduces the important heritage sites under state protection in each city of Liaoning Province according to the four major regions in the province. The book is well arranged with clear clues, and through specific and real cultural relics, readers can have a deeper understanding on the historical development process of Liaoning-Shenzhen region and China as a whole.

About Author:

杨小梅，大学教授。

Yang Xiaomei is a college professor.

景德镇：世界瓷业中心的城市与遗产

Jingdezhen: City and Heritage at the World Porcelain Center



作者：贺鼎

Author: He Ding

ISBN: 9787302560913

Publication Date: 2020-08-01

Page Count: 228

About the Book:

景德镇有着世界知名的瓷业历史和极为丰富的文化遗产，是首批24个国家级历史文化名城中唯一以瓷业著称的城市。本书从自然环境、基础设施、土地利用、建筑类型、信仰礼俗5个角度分析景德镇的城市和建筑，探索瓷业遗产的深层功能结构和文化模式，对其瓷业遗产要素进行价值阐释，并提出相应保护对策，期待为中国城市史研究与瓷业遗产保护工作提供参考。

With its world-renowned porcelain history and extremely rich cultural heritage, Jingdezhen is the only one of the first 24 state-list famous historical and culture cities that is famous for porcelain industry. This book analyzes cities and architecture in Jingdezhen from five perspectives, that is, natural environment, infrastructure, land utilization, architectural types, and beliefs and customs. It explores the deeper functional structure and cultural patterns of porcelain heritage, interprets the value of its porcelain heritage elements, and proposes corresponding protection measures. It is expected to provide a reference for the research on Chinese urban history and protection on porcelain heritage sites.

About Author:

贺鼎，博士，大学教师，从事遗产保护与规划设计方面的研究、教学工作。

Doctor He Ding is currently a college lecturer, and he is engaged in the research and teaching of heritage protection and planning and design.

明代丝绸研究

A Study on the Silk in the Ming Dynasty



作者：熊瑛

Author: Xiong Ying

ISBN: 9787302545712

Publication Date: 2020-10-01

Page Count: 240

About the Book:

丝绸是明代最大宗的工艺美术类型，其生产和贸易反映了经济的发展，织造工艺体现了纺织科技的进步，使用情况包含着等级制度和世情风俗，纹彩装饰则折射出时代的审美好尚。可以说，丝绸从各个角度反映了明代社会风貌。《明代丝绸研究》结合文献与实物，力求解说丝绸与明代社会生活的关系，梳理出明代丝绸发展演变的线索，归纳其时代风格，并探究形成这种风格的历史原因。本书提供了大量史料和图片，既可作为设计史领域的研究资料，又可成为服饰、织绣爱好者的通用读本。

Silk is the most prominent type of arts and crafts in the Ming Dynasty, whose production and trade reflect the economic development. Weaving techniques are a symbol of the progress of textile technologies, its application embodies the hierarchy and customs, while its decorative patterns reflect the aesthetic preferences of the times. It is safe to say that silk mirrors the social landscape of the Ming Dynasty from various perspectives. *A Study on the Silk in the Ming Dynasty* combines documents and material objects to explain the relationship between silk and social life in the Ming Dynasty. It sorts out how the silk developed in the Ming Dynasty, then summarizes the style of certain times and explores the historical reasons for the formation of the style. A large number of historical materials and pictures are included in this book, which can be used as research material in the field of design history, but also as a general book for enthusiasts of costumes and embroidery.

About Author:

熊瑛，博士，大学教师，研究领域为古代工艺美术史，近年研究重点为明代织绣。

Dr. Xiong Ying is a college lecturer. Her research area is the history of ancient arts and crafts, and she has been focusing on the research of embroidery in the Ming Dynasty recently.

倾国之色：中国传统色彩赏析&现代搭配方案图鉴



Magnificent Colors: Appreciation of Traditional Chinese Colors & Illustrations for Modern Matching Scheme

作者：陈宇锋

Author: Chen Yufeng

ISBN: 9787302577690

Publication Date: 2021-04-01

Page Count: 260

About the Book:

中国传统色彩文化，可以说是历代政治、经济、社会生活、民俗风情、文学艺术，以及思想观念与审美情趣的一个缩影，所涉内容丰富，且应用范围极广，服饰、建筑、绘画、瓷器、工艺品等传统文化艺术，都少不了色彩的身影。编者在经史子集的古纸堆中追根溯源中国传统色彩，于传世艺术中品鉴中国传统色彩之美，将古人的审美智慧融入现代时尚之中，承续中国传统色彩意境之美。

The culture of traditional Chinese colors is an epitome of politics, economy, social life, folk customs, literature and art, as well as ideology and aesthetic tastes over the ages. It has rich content and a broad range of applications. Colors can be seen everywhere in traditional culture and arts such as costumes, architecture, paintings, porcelains and crafts. The editor traces the roots of traditional Chinese colors in the classics of philosophy and literature, and appreciates the beauty of traditional Chinese colors in art masterpieces handed down from generation to generation, integrates the aesthetic wisdom of the ancients into modern fashion, so as to keep alive the beauty of the artistic conception of traditional Chinese colors.

About Author:

陈宇锋，博士，主要研究方向为东方色彩文化。

Chen Yufeng is a PhD. His main research area is Eastern color culture.

清华大学藏民间剪纸精品图录

Catalogue of Folk Paper-Cutting Treasures of Tsinghua University



作者：蒋耘中、王连海、魏成光、于婷、倪葭

Author: Jiang Yunzhong, Wang Lianhai,

Wei Chengguang, Yu Ting, Ni Jia

ISBN: 9787302579205

Publication Date: 2021-04-01

Page Count: 328

About the Book:

清华大学美术图书馆多年来收藏了丰富的民间剪纸艺术资料，目前共有馆藏剪纸资料约5500多张，收藏了河北、山东、陕西、甘肃、广东等地的民间剪纸作品，主题题材广泛，有吉祥纹样、家居装饰、风景、戏曲与文学名著、人物、动物等。这些珍贵作品的图形符号与纹样纹理具有极高的学术参考价值。本书精选500余件极具民间传统特色的馆藏非遗民间剪纸作品集结整理出版，可以使得这些珍贵资料得到更好的版权保护，助力中国剪纸非物质文化遗产的长期保存与利用。

The Tsinghua University Art Library has a rich collection of folk paper-cutting arts over the years. At present, there are about 5,500 pieces of paper-cutting materials in the library, with folk paper-cutting works from Hebei, Shandong, Shaanxi, Gansu, Guangdong, etc., covering a wide range of topics, such as auspicious patterns, home decoration, landscapes, opera and literary classics, figures and animals. The graphic symbols as well as the patterns and textures of these treasures are of great value for academic reference. This book selects more than 500 pieces of paper-cutting works with distinct traditional folk characteristics in the collection. In this way, these precious materials can be better provided by copyright and it also contributes to the long-term preservation and utilization of the intangible cultural heritage of Chinese paper-cuttings.

About Author:

蒋耘中，清华大学图书馆副研究员。

Jiang Yunzhong is the Associate Researcher of Tsinghua University Library.

实用民间剪纸艺术

Practical Folk Art of Paper Cutting



作者: 尹秀凤
Author: Yin Xiufeng
ISBN: 9787302181477
Publication Date: 2008-08-01
Page Count: 120

About the Book:

本书以传承民间剪纸技艺为主旨,从剪纸的常见类型、题材、语言、符号寓意、造型、制作等方面较为全面地介绍了民间剪纸的基础知识。书中选录作者示例作品百余幅,其中不少作品曾在国内外的比赛中获奖,是读者临摹学习的好资料,同时具有一定的欣赏收藏价值。全书图文并茂、美观大方,突出实用、通俗易懂,是一部具有一定学术和欣赏价值的剪纸艺术读物。

This book focuses on the inheritance of folk paper-cutting techniques, and comprehensively introduces the basics of folk paper-cutting from multiple aspects such as the common types of paper-cutting, its topics, language, symbolic meanings, shapes and production. The book contains more than one hundred paper-cutting works done by the author as examples, many of which have won awards in competitions at home and abroad, so it is excellent for readers to imitate and learn. Meanwhile, it has a certain value for appreciation and collection. With both illustrations and texts, the book is beautiful, practical and easy to understand. It is a book on paper cutting art with certain academic and appreciation value.

About Author:

尹秀凤,出生于被誉为“民间剪纸艺术之乡”的山东省茌平县,自幼酷爱剪纸,数十年创作不辍。

Yin Xiufeng was born in Chiping County, Shandong Province, which is known as the “hometown of folk paper-cutting art”. She is enthusiastic about paper cutting ever since she was a kid, and for decades, she has never stopped creating.

中国彩塑艺术

The Art of Chinese Coloured Sculpture



作者：胥建国

Author: Xu Jianguo

ISBN: 9787302562177

Publication Date: 2020-10-01

Page Count: 268

About the Book:

本书从历史角度系统地论述了中国彩塑艺术的起源、形成和发展，结合大量历史文献资料和图片全方位阐述了不同朝代彩塑作品的风格和特点，总结了传统彩塑在千百年间形成的造型观念、表现方法，对中国古代雕塑艺术中的诸多问题做出了客观精辟的分析，从理论和实践两方面对当代彩塑教学、创作实践和理论研究做出了重要的探索和经验总结，对弘扬民族艺术、促进当代雕塑艺术多元化发展具有现实指导意义和长远影响。

This book systematically discusses the origin, formation and development of Chinese coloured sculpture from a historical point of view. It combines a great number of historical documents and pictures to elaborate the styles and characteristics of coloured sculpture works of different dynasties in a comprehensive manner. Then it summarizes the modeling concepts and expression methods traditional coloured sculpture developed over thousands of years, and makes an objective and incisive analysis of many problems in ancient Chinese sculpture. It is an important exploration and summary of experience for the teaching, creation practice and theoretical research of contemporary coloured sculpture from both theoretical and practical perspectives, which is of realistic guidance significance and long-term impact on the promotion of national art and the diversified development of contemporary sculpture.

About Author:

胥建国，著名雕塑家，雕塑理论家，资深策展人，教授。研究方向：中西方雕塑比较、中国传统雕塑、当代公共性雕塑。

Professor Xu Jianguo is a famous sculptor, sculpture theorist and senior curator. His research interests are: comparison of Chinese and Western sculpture, traditional Chinese sculpture, and contemporary public sculpture.

中国妆束：大唐女儿行



China Fashion: ladies of the Great Tang dynasty

作者：左丘萌、末春

Author: Zuo Qiumeng, Mo Chun

ISBN: 9787302554493

Publication Date: 2020-07-01

Page Count: 288

About the Book:

本书依托考古学与历史学研究成果，通过对唐宋时期女性服饰、妆容演变进程的梳理，透彻分析唐宋时期的时尚流行，尽展传统服饰之美。严谨考究的服饰研究文章与精美的插图，向读者展现了数十位唐宋时期著名女性的衣妆打扮及各种服饰、妆容相关的名物。

This book relies on archaeological and historical research findings to provide a thorough analysis of the fashion trends of Tang and Song Dynasties through the evolution of women's costumes and makeups. The beauty of traditional costumes is fully revealed. The scrupulous research articles on costumes and exquisite illustrations show readers the dresses and makeups of more than ten famous women of the Tang and Song Dynasties, as well as a variety of well-known artifacts related to costumes and makeups.

About Author:

左丘萌，自由撰稿人，从事中国古代服饰研究工作。

Zuo Qiumeng is a freelance writer. She has been engaged in the study of ancient Chinese costumes for a long time.

末春，独立画师，手艺人。

Mo Chun is an independent painter and craftsman.

新疆石窟艺术

Xinjiang Grotto Art



作者：常书鸿

Author: Chang Shuhong

ISBN: 9787302490692

Publication Date: 2018-3-12

Page Count: 269

About the Book:

20世纪50年代、70年代，著名艺术家、“敦煌守护神”常书鸿先生两次实地考察新疆天山以南丝绸之路上的主要佛教石窟遗址，凭借一位艺术家的丰富学养和所获取的大量一手资料，撰写了这本研究新疆石窟艺术的重要著作，内容翔实，形式新颖，文字简洁，图片珍贵。季羨林、冯其庸两位文史大家为本书撰写的序言列于书前，堪称精彩导读。

During the 1950s and 1970s, Shuhong Chang, a famous artist known as “the Guardian of Dunhuang”, visited twice the Buddhist grotto sites on the Silk Road south of the Tianshan Mountains in Xinjiang. With profound knowledge and abundant first-hand materials, Shuhong Chang completed this important work on Xinjiang grotto art. This book boasts informative content, novel forms, terse language and precious pictures. At the beginning of the book, two forewords, written by Xianlin Ji and Qiyong Feng, masters of literature and history, serve as a great introduction of the book.

About Author:

常书鸿，著名学者、画家、敦煌石窟艺术研究及保护者，被学术界誉为“敦煌守护神”。

Chang Shuhong, famous scholar, artist, who dedicated himself to the preservation of Dunhuang Grotto Art. He was respected by fellow researchers as “Protector of Dunhuang”.

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。适合于对传统文化感兴趣的人以及从事想象和创意相关工作的艺术家阅读。

This book is an instant 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 is suitable for readers who are interested in traditional Chinese culture, and it can provide insights for arts professionals.

About Author:

陈丝雨：自由插画家，绘本作家。

Chen Siyu is a freelance illustrator.

游画世界

Travelling and Sketching



作者：吴冠英

Author: Wu Guanying

ISBN: 9787302556008

Publication Date: 2020-07-01

Page Count: 360

About the Book:

本书分为旅途、景致、闲情三个篇章，展示了中国当代著名插图、连环画艺术家，清华大学美术学院教授吴冠英先生珍藏的速写作品300多幅，并配有先生的创作心得与人生感悟。画作精美、文字质朴，呈现了艺术与人文精神的完美结合。

The book is divided into three parts, namely traveling, scenery, and leisure, showing more than 300 sketches from the collection of Mr. Wu Guanying, a famous contemporary Chinese illustrator, picture book artist and Professor at the Academy of Arts & Design of Tsinghua University. The book also includes his personal creation experience and his thoughts on life. The paintings are exquisite and the words are simple, perfectly combining the art with humanistic spirits.

本书全彩印刷，装帧雅致，既适合作为艺术设计类相关专业师生学习速写技法的教学参考书，也可作为绘画爱好者、文艺爱好者的闲雅读物，又可以作为家长买给孩子学习与收藏的高起点绘画入门读物。

Printed in full color and elegantly appareled, this book is suitable as a reference book for teachers and students of art and design-related majors to learn sketching techniques. It can also be served a leisure read for painting enthusiasts and art lovers, and as an introductory book on high-level painting for parents to buy for their children so that children can learn from it or keep it in collection.

About Author:

吴冠英，教授；教育部动画、数字媒体专业教学指导委员会副主任委员；北京2008年奥运会吉祥物“福娃”设计者之一。

Professor Wu Guanying is Deputy Director of the Ministry of Education's Steering Committee on the Teaching of Animation and Digital Arts in Higher Educational Institutions; and one of the designers of Fuwa, the mascot for the Beijing 2008 Summer Olympics.

穿城观影：中国当代影像的空间生产与体感

Spatial Productions and Embodiments of Contemporary Chinese Pictures



作者：陈涛

Author: Chen Tao

ISBN: 9787302537113

Publication Date: 2020-02-01

Page Count: 228

About the Book:

作者以20世纪90年代以来中国的城市化发展为经，以聚焦城市的影像（电影和先锋艺术）作品为纬，以“体感”和“生产”为勾连和编织方法，铺展中国当代城市的影像地图。在这一影像地图上，本书尤其侧重对北京和上海等大都市空间的精细雕琢，通过立体化和深度化的个案分析，探讨空间与影像二者的交织与互动。所谓“穿城观影”，不仅意指通过城市空间来观看和分析影像作品，更强调借由城市影像的“穿针引线”“穿街走巷”和“穿衣配饰”来了解中国当代的城市化发展。

The author combines the urbanization development in China since the 1990s and pictures (film and pioneer art) focusing on cities and intertwines “physicality” and “productions” to lay out an image map of contemporary Chinese cities. On this image map, the book pays special attention to the meticulously arranged metropolitan spaces of Beijing and Shanghai, and explores the interweaving and interaction between spaces and pictures through three-dimensional and in-depth case studies. By “viewing the pictures of cities”, we not only view and analyzes pictures through urban spaces, but also understand the urbanization development in contemporary China with the help of the “streets and alleys” and “costumes and accessories” in the urban pictures.

About Author:

陈涛，博士，副教授，主要研究方向为中国当代城市电影和新媒体艺术。

Doctor Chen Tao is Associate Professor. His main research interests include contemporary Chinese urban movies and new media art.

途象——上合组织肖像画展作品集

Tour Portrait – Portrait Exhibition of SCO Members



作者：清华大学艺术博物馆

Author: Tsinghua University Art Museum

ISBN: 9787302546795

Publication Date: 2020-04-01

Page Count: 228

About the Book:

画册收录了上海合作组织成员国中：哈萨克斯坦共和国、吉尔吉斯共和国、俄罗斯联邦、乌兹别克斯坦、塔吉克斯坦、巴基斯坦、中国，计7个国家的肖像画艺术展，展览共计200件肖像画作品，涉及油画、水墨画、版画、雕塑等艺术形式，作品原则上为“上合组织”2001年成立以来各成员国艺术家的新作。它是上合组织成立以来的沿途各成员国肖像作品的展示，是在平等、互利、交流、发展的新时代背景下各国艺术家交流的一个契机，反映了上合组织各国家、民族不同的人物印迹，同时也展现了在新的时代气息下新的社会气象和精神风貌。

This album contains a total of 200 portraits of seven SCO member states: the Republic of Kazakhstan, Kyrgyz Republic, Russian Federation, Uzbekistan, Tajikistan, Pakistan and China, including oil paintings, Chinese brush paintings, prints, sculptures and other art forms. The portraits are in principle new works by artists from member states since the establishment of SCO in 2001. It is a display of portraits of each member state throughout the journey since the establishment of the SCO, an opportunity for artists from various countries to communicate against the backdrop of a new era of equality, mutual benefit, exchange and development. It reflects the different character features of each SCO state and nationality, and also shows the new social climate and spiritual style in the new era.

About Author:

清华大学艺术博物馆，现有藏品一万三千余组件，品类包括书画、织绣、陶瓷、家具、青铜器及综合艺术品等六大类。

The Tsinghua University Art Museum has more than 13,000 pieces of artwork in collection, including six categories, namely, paintings and calligraphy, embroidery, ceramics, furniture, bronze ware and comprehensive artwork.

从莫奈到苏拉热：西方现代绘画之路

From Monet to Soulages: Paths of Modern Western Painting



作者：清华大学艺术博物馆
Author: Tsinghua University Art Museum
ISBN: 9787302487333
Publication Date: 2017-11-01
Page Count: 136

About the Book:

这本书收录了清华大学艺术博物馆同名展览中展出的51件风格各异的法国圣艾蒂安现当代艺术博物馆馆藏的西方艺术珍品。这些作品始于19 世纪初，延伸至20 世纪下半叶，涵盖了一百多年的西方艺术进程，云集了库尔贝、莫奈、马蒂斯、毕加索、苏拉热等西方艺术大师的作品。本书以题材和流派为明线，历史脉络为暗线，按时间和风格分为六大主题单元，分门别类地呈现各画种和流派的交锋和演变。本书适合西方美术爱好者收藏。

This book contains 51 pieces of Western art treasure of various styles from the collection of the Musee d'Art Moderne et Contemporain de Saint-Etienne Metropole, displayed in the title exhibition of the Tsinghua University Art Museum. These works cover a period of more than one century of Western art from the early 19th century to the second half of the 20th century, featuring works by such Western masters as Courbet, Monet, Matisse, Picasso and Soulages. Based on the subject and genre, as well as the historical process, this book is divided into six thematic units according to the time and genre, presenting the encounter and evolution of each painting style and genre in different categories. This book is a suitable collection for Western art enthusiasts.

About Author:

冯远，中国画家、美术教育家，中央文史研究馆副馆长，清华大学美术学院名誉院长。

Feng Yuan is a Chinese painter and art educator. He is the Deputy Director of the China Central Institute for Culture and History and the Honorary President of the Academy of Arts & Design of Tsinghua University.

大道成器——国际当代陶艺作品展

To Ideal Land of Ceramics – Exhibition of International Contemporary Ceramic Works



作者：清华大学艺术博物馆
Author: Tsinghua University Art Museum
ISBN: 9787302499299
Publication Date: 2018-04-01
Page Count: 200

About the Book:

“大道成器——国际当代陶艺作品展”是得到国家艺术基金支持，由清华大学艺术博物馆主办的大型国际陶艺展览。展览邀请当代海内外有影响的陶艺家 70 人，展示他们的代表作和新创作作品，将不同形态、不同观念和不同制作技术的作品并置，让观众在观赏和思考中获得差异性或共同性的认识，展现陶瓷这一与人类文明发生发展密切关联的技艺，以及在当代文化格局中所放射的特有光华。

“To Ideal Land of Ceramics – Exhibition of International Contemporary Ceramic Works” is funded by the China National Arts Foundation and organized by Tsinghua University Art Museum. The exhibition invites 70 influential contemporary ceramic artists from home and abroad to present their representative works and new creations, featuring works of different forms, concepts and production techniques so that spectators can gain an understanding of differences or commonalities while appreciating and pondering on the works. The exhibition displays ceramics, a craft closely related to the development of human civilization, and its unique brilliance in the contemporary cultural landscape.

About Author:

冯远，中国画家、美术教育家，中央文史研究馆副馆长，清华大学美术学院名誉院长。

Feng Yuan is a Chinese painter and art educator. He is the Deputy Director of the China Central Institute for Culture and History and the Honorary President of the Academy of Arts & Design of Tsinghua University.

宋瓷收藏与鉴赏

Collection and Appreciation
of Song Porcelains

作者：张文献

Author: Zhang Wenxian

ISBN: 9787302390367

Publication Date: 2017-09-01

Page Count: 160

About the Book:

本书通过作者十余年遍访全国各大古窑址的探索和研究，为读者一一揭开宋代著名窑口的面纱，同时作者也分享了多年古陶瓷研究的心路历程、独到见解和收藏之乐，似乎就在于发现、甄别、鉴赏、把玩的全过程。

Based on the author's exploration and research in his visits to major ancient kiln sites across the country for over ten years, this book unveils the famous kilns of the Song Dynasty one by one to the readers. Meanwhile, the author shares his journey of discovery, unique insights and joy of collecting in the years of research on ancient ceramics, which seems to lie in the whole process of discovering, identifying, appreciating and playing with them.

About Author:

张文献，古陶瓷收藏鉴赏家，苏州东吴博物馆常务副馆长，中国作家协会会员，中国古陶瓷学会会员。

Zhang Wenxian is a collector and connoisseur of ancient ceramics, Executive Vice Director of Suzhou Dongwu Museum, member of Chinese Writers Association, and member of Chinese Ceramics Society.

笔墨之变

The Change of Pen and Ink



作者: 王巍

Author: Wang Wei

ISBN: 9787302493525

Publication Date: 2020-07-01

Page Count: 100

About the Book:

“笔墨”问题是中国画领域创新和传统这一矛盾的中心问题。作者从社会进程的角度，尝试将中国人物画的表现问题、现代性概念和“笔墨”问题联系起来，探讨和展现促成人物画今日之形式的各种要素。著作主要分析了中国人物画演化发展过程中的“笔墨”问题，论证了在现代性语境下，讨论“笔墨”问题的新维度。换言之，在巩固和体现传统的基础上，本书试图冲破现代主义的束缚，在中国人物画的内部体系中探讨其发展的新动向。

The issue of “pen and ink” is central to the paradox of innovation and tradition in the field of Chinese painting. From the perspective of social processes, the author attempts to link the issue of expression and the concept of modernity in Chinese figure painting with the issue of “pen and ink” so as to explore and present the various elements that have contributed to the present form of figure painting. By analyzing the issue of “pen and ink” in the evolutionary development of Chinese figure painting, this book demonstrates a new dimension in the discussion of this issue in the modern context. In other words, on the basis of consolidating and incarnating tradition, the book attempts to break free from the shackles of modernism and explore new trends in the development of Chinese figure painting within its internal system.

About Author:

王巍，博士，副教授，中国华夏画院副院长；中国美术家协会会员。

Dr. Wang Wei is Associate Professor and Vice President of the China Huaxia Painting Institute; he is a member of the China Artists Association.

20世纪以来中国绘画中的自然主题

The Theme of Nature in Chinese Painting Since the Twentieth Century



作者：邱敏

Author: Qiu Min

ISBN: 9787302555070

Publication Date: To be published soon

Page Count: 180

About the Book:

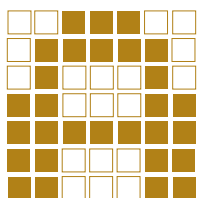
“自然”在中国传统审美和艺术中扮演着极为重要的作用，在进入现代中国时，这个主题发生了什么样的变化，这些变化的起因和结果又是怎样，都是认识和把握20世纪中国绘画中绕不过的核心问题。本书注重两条交叉的线索，一是艺术史自身的上下文关系，形式、风格的艺术语言演变；二是与艺术史紧密相联的社会现实和文化思想对艺术形式语言变化的影响。

“Nature” has played an extremely important role in traditional Chinese aesthetics and art. How this theme has changed in modern China, and what are the causes and consequences of these changes, are the central questions that cannot be bypassed in understanding and grasping Chinese painting in the 20th century. This book focuses on two intersecting clues: one is the contextual relationship of art history itself, and the evolution of artistic language in forms and styles; and the other is the influence of social reality and cultural thought, which are closely linked to art history, on the changes in the form of art language. The book is aimed at students and researchers in disciplines related to arts and sociology, and is of high academic value.

About Author:

邱敏，博士，研究方向为当代视觉艺术理论与批评。

Qiu Min is a doctor and her research interests include theories and criticisms of contemporary visual art.



建筑 医学 科普
Architecture, Medicine
and Popular Science

江西古建筑地图

Historical Architectural Map
of Jiangxi

作者: 辛惠园、张剑文、孙蕾、杨安琪、傅娜

Author: Xin Huiyuan, Zhang Jianwen, Sun Lei,
Yang Anqi, Fu Na

ISBN: 9787302571124

Publication Date: 2021-01-01

Page Count: 588

About the Book:

本书择要介绍了江西省的历史文化名城、名镇、名村，国家级、省级、市级重点文物保护单位，合计313处，涉及城池、村镇、墓葬、遗址、宫寺、祠庙、衙署、书院、园林、民居、塔幢、牌坊、桥梁等类型。另外，还将部分价值较高、有一定观赏性的文物点进行了列表整理。采用深入浅出的文字表达，配以实地踏勘取照的图片和相关历史资料，以期图文并茂地介绍各文物建筑的历史沿革、形制特征、艺术成就和保存现状，既可作为普及中国古代建筑知识的案头收藏和导游手册，也可作为研究江西省城市、建筑的参考资料。

This book selects a total of 313 historical and cultural cities, towns and villages, major historical and cultural sites protected at the national, provincial and municipal level in Jiangxi Province, covering various types, such as cities, villages and towns, tombs, historic sites, palaces and temples, ancestral halls, government offices, academies, gardens, residential houses, pagodas, memorial archways and bridges. In addition, some of the valuable and ornamental cultural heritage sites are introduced in the form of lists. The book uses simple language to explain profound knowledge, supplemented with pictures taken during the field survey and relevant historical information. It uses both pictures and texts to introduce the historical development, structure features, artistic achievements and preservation status of each cultural heritage architecture. The book can be used for popularizing the knowledge of ancient Chinese architecture and as a tourist brochure, as well as a reference material for studying cities and architecture in Jiangxi Province.

About Author:

辛惠园，博士，主要从事古建筑历史研究。

Xin Huiyuan is a Doctor and is mainly engaged in the research of ancient architectural history.

张剑文，大学教师，研究方向为建筑历史与理论。

Zhang Jianwen is a college lecturer and his research interests include architectural history and theory.

孙蕾，大学教师，研究方向为文字与绘画史料中的古代建筑研究。

Sun Lei is a college lecturer and her research area is the study of ancient architecture in historical texts and paintings.

陕西古建筑地图

Historical Architecture Map
of Shaanxi

作者：陈迟、李若水、杨光、朱雨溪

Author: Chen Chi, Li Ruoshui, Yang Guang, Zhu Yuxi

ISBN: 9787302571131

Publication Date: 2021-01-01

Page Count: 564

About the Book:

本书以陕西省现存的古建筑（包括世界文化遗产，国家级、省级、市级文物保护单位）为主，适当补入了部分古墓葬、古遗址、石窟寺及石刻、近现代重要建筑，重点介绍了陕西省10个省辖市的350处古建筑。通过查找资料、绘制地图、搜集整理相关测绘图纸、调研拍摄、走访等方式，忠实记录每一处古建筑信息：古建筑所在地概况；历史沿革、建筑形制、平面格局、建筑风格；保存状况等，可作为研究陕西省建筑历史的参考资料。

This book focuses on the existing historical architectures in Shaanxi Province (including world cultural heritage sites, and historical and cultural sites protected at the national, provincial and municipal level), with appropriate additions of some ancient tombs, ancient sites, grotto temples and stone carvings, as well as important modern and contemporary buildings. It mainly introduces 350 ancient buildings in 10 provincially administered municipality in Shaanxi Province. By searching for information, drawing maps, collecting and organizing relevant drawings, surveys and filming, and visiting, we faithfully record information of each historical architecture, including overview of the location of the historical architecture; its history, architectural structure, plane layout, architectural style; and preservation status. The book can serve as a reference material for the research on the history of architecture in Shaanxi Province.

About Author:

陈迟，博士，清华大学中国营造学社纪念馆主任馆员。主要致力于建筑文化研究与传播。

Chen Chi is a Doctor and Director Curator of the Memorial Hall of the Society for the Study of Chinese Architecture of Tsinghua University. He is mainly engaged in the research and dissemination of architectural culture.

西藏青海古建筑地图

Historical Architecture Map
of Xizang and Qinghai

作者：王南、卢清新、袁牧、李和欣、唐恒鲁、张植程、代福博
Author: Wang Nan, Lu Qingxin, Yuan Mu, Li Hexin,
Tang Henglu, Zhang Zhicheng, Dai Fubo
ISBN: 9787302571117
Publication Date: 2021-01-01
Page Count: 548

About the Book:

本书分为西藏和青海两篇。对西藏自治区和青海省古建筑的总体特征进行了概述，精选了两地较为重要且完整的古建筑，对其建筑特点 and 艺术成就进行了介绍，并对其他一些主要古建筑以列表形式展示出来。本书既凝聚了编写组成员们的智慧与心血，也汇集了前辈学者数十年研究与测绘的宝贵成果，具有较强的可读性和史料性，既通俗易懂又有收藏价值，是认识和保护相关古建筑的参考书。

The book is divided into two parts, Xizang and Qinghai. The general characteristics of ancient architectures in Xizang Autonomous Region and Qinghai Province are outlined, while important and complete ancient architectures in the two places are selected, and their architectural features and artistic achievements are introduced. Meanwhile, some other major ancient buildings are displayed in the form of lists. This book not only brings together the wisdom and efforts of the members of the writing group, but also incorporates the valuable results of decades of research and mapping by scholastic precursors. The book is highly readable and faithful to the history account. It is easy to understand and suitable for collection, and is also a reference book for understanding and protecting relevant ancient architectures.

About Author:

王南，博士，大学教师，长期从事中国古代建筑历史、北京城市规划设计及北京古建筑研究。

Wang Nan is a Doctor, college lecturer, and has long been engaged in the study of ancient Chinese architectural history, urban planning and design in Beijing, as well as ancient architecture in Beijing.

河北天津古建筑地图（下）

Historical Architecture Map
of Hebei and Tianjin (Vol. 2)

作者：陈迟、郑慧铭、郑红彬、李倩怡、郝杰

Author: Chen Chi, Zheng Huiming,

Zheng Hongbin, Li Qianyi, Hao Jie

ISBN: 9787302571100

Publication Date: 2021-01-01

Page Count: 496

About the Book:

本书介绍了河北省北部张家口、承德、秦皇岛、唐山、廊坊等五个地级市以及天津市的主要文物建筑，涵盖古遗址、古墓葬、石刻、古代建筑和近代建筑等类别。除对代表性文物点进行文字介绍和图片展示之外，还将部分保存相对完整且具有一定观赏性的文物点进行了列表整理。该书具有较强的可读性和史料性，既通俗易懂又有收藏价值，是了解和认识河北、天津文物建筑的参考书。

This book introduces major cultural heritage architectures in the five prefecture-level cities of Zhangjiakou, Chengde, Qinhuangdao, Tangshan, and Langfang in northern Hebei Province as well as in Tianjin, covering such categories as ancient sites, ancient tombs, stone carvings, ancient architectures, and modern architectures. In addition to the written introduction and picture display of representative cultural heritage sites, some of the relatively well-preserved and ornamental cultural heritage sites are also presented in the form of lists. The book is highly readable and faithful to the history account, so it is easy to understand and suitable for collection, and is also a reference book for understanding cultural heritage architectures in Hebei and Tianjin.

About Author:

郑慧铭，博士，大学教师。

Doctor Zheng Huiming is a college lecturer.

山西古建筑地图（下）



Historical Architecture Map of Shanxi (Vol. 2)

作者：赵寿堂、李妹琳、刘畅

Author: Zhao Shoutang, Li Meilin, Liu Chang

ISBN: 9787302571094

Publication Date: 2021-01-01

Page Count: 580

About the Book:

本书是《山西古建筑地图（上）》的续篇。主要讲述山西省中北部大同、朔州、太原、忻州、阳泉、晋中、吕梁等地重要古建筑的分布、类型、形制特征及其保存状况等。图片丰富，资料详实，语言优美练达，既是古建筑知识宝典，也是真实有趣的探访纪行。不仅可作为案头研究参考，还可作为亲身寻访时的依据，具有比较高的科普价值。

This book is a sequel to *Historical Architecture Map of Shanxi (Vol. 1)*, mainly introducing the distribution, types, structure features and preservation status of important ancient architectures in Datong, Shuozhou, Taiyuan, Xinzhou, Yangquan, Jinzhong and Lvliang in central and northern Shanxi Province. The book is written in beautiful language, containing a large number of pictures and detailed information. It is both a treasure trove of ancient architecture knowledge and a real and interesting investigation chronicle. It can be used not only as a book for research reference, but also as a basis for individual visits, and it is useful for the popularization of knowledge.

About Author:

刘畅，副教授，中国营造学社纪念馆馆长，清华大学建筑历史与文物建筑保护研究所所长。

Liu Chang is Associate Professor, Director of the Memorial Hall of the Society for the Study of Chinese Architecture, and Director of the Institute of Architectural Theory and Architectural Heritage Preservation of Tsinghua University.

极简中国木构建筑营造技术



Construction Techniques of Minimalist Chinese Wooden Architecture

作者：喻维国、王鲁民

Author: Yu Weiguo, Wang Lumin

ISBN: 9787302554387

Publication Date: 2021-01-01

Page Count: 180

About the Book:

本书在前人研究基础上，从台基、屋身、屋顶三个方面系统地介绍了中国古代木构建筑营造的相关知识，用简洁的语言对抬梁式木构的重要建筑构件的起源、演变、构造做法、比例尺寸、建造步骤等要点进行介绍，特别是对宋《营造法式》和清工部《工程做法则例》中有关营造方法进行了清晰的解读，涉及木、瓦、石、土、油漆、彩画等多个工种。本书旨在让更多读者更全面地欣赏和认识中国古代建筑独特的设计手法、高超的建造技艺、精妙的细部处理，直达关键问题的核心，并为了解更多相关知识打好基础。

With reference to previous research, this book systematically introduces the knowledge of the construction of ancient Chinese wooden architecture from three aspects: groundwork, main part of the building and roof, and introduces in simple language the origin, evolution, construction practice, proportions and dimensions, construction steps and other key points of the important architectural components of the post and lintel wooden frame. In particular, it provides clear interpretation of the construction methods mentioned in *State Building Standards* of the Song Dynasty and *Engineering Practices Rule* of the Qing Labor Ministry. The book aims to enable more readers to appreciate and understand the unique design methods, superb construction techniques, and subtle detailing of ancient Chinese architecture, so that they can get right to the heart of the key issues and lay a solid foundation for more relevant knowledge.

About Author:

喻维国（1932—2020），著名古建筑研究家。

Yu Weiguo (1932-2020) is a famous researcher of ancient architecture.

王鲁民，教授。

Wang Lumin, Professor.

营建的文明——中国传统文化与传统建筑（修订版）



The Civilization of Construction – Traditional Chinese Culture and Traditional Architecture (Revised Edition)

作者：柳肃

Author: Liu Su

ISBN: 9787302554110

Publication Date: 2021-05-01

Page Count: 392

About the Book:

中国古代建筑不仅是一种技术，还是一门艺术，甚至是各种文化形态的综合产物。本书选取中国传统文化中与建筑密切相关的八个方面，用生动通俗的语言解说中国古代建筑与政治、哲学、宗教、教育、文学艺术、生活方式、民俗文化、地域文化之间的关系，分析建筑中的各种文化现象，从而进一步揭示建筑的文化内涵和文化背景。本书内容超出建筑学的界限，旨在向大众介绍传统建筑的宝贵价值，增强文化自信，促进文化遗产的保护和继承。

Ancient Chinese architecture is more than just a technology. It is an art and, even more, a comprehensive product of various cultural forms. This book selects eight aspects of traditional Chinese culture that are closely related to architecture, explains in vivid and easy-to-understand language the relationship between ancient Chinese architecture and politics, philosophy, religion, education, literature and art, lifestyle, folk culture, and regional culture, and analyzes various cultural phenomena in architecture, so as to reveal the cultural connotation and cultural background of architecture. This book has gone beyond the realm of architecture, and it aims to introduce the value of traditional architecture to the general public, enhance cultural confidence, and promote the protection and inheritance of cultural heritage.

About Author:

柳肃，博士，教授。

Liu Su, PhD and Professor.

中国古建筑图典



The Atlas of Chinese Ancient Architecture

作者：范有信、台枫、王铁成、朱智超 编著

Author: edited by Fan Youxin, Tai Feng,
Wang Tiecheng, Zhu Zhichao

ISBN: 9787302531661

Publication Date: To be published soon

Page Count: 824

About the Book:

作者30余年来坚持不懈对中国古建筑进行实地调查测绘，亲手绘制了上万张建筑手稿，从原始社会到明清，收录的古建遍布中华大地，详细描绘古建筑的结构原理和构件纹饰。本书精选了其中2500余幅，无论是宏大的宫殿寺院、因地制宜的民居、亭台水榭的园林，或是精细的斗拱、雀替及瓦当，还有雕刻精美的门窗、藻井、栏杆栏板等纹样，都彰显着中国古建筑高超的技艺水准，让人领略每一座古建筑令人惊艳的空间美感。书中尤其有大量中国历朝历代古建筑纹样图案和少数民族建筑纹样，为后来者研究仿古建筑和古建筑装饰提供了重要的参考素材。

For more than 30 years, the author has been dedicated to field surveys and mapping of Chinese ancient architecture, and has drawn tens of thousands of architectural manuscripts, ranging from primitive societies to the Ming and Qing dynasties, covering ancient architectures across China and depicting the structural principles as well as components and ornamentation of ancient buildings in detail. This book selects more than 2,500 of these works, including grand palaces and temples, residential houses that accommodate to local conditions, gardens with pavilions and water pavilions, or delicate arches, decorated brackets and eaves tiles, as well as exquisitely carved patterns on doors and windows, sunk panels, railings and balustrades. All of these demonstrate the superb skills of ancient Chinese architecture and allow people to appreciate the stunning spatial beauty of each ancient building. In particular, the book contains abundant ancient architectural patterns of Chinese dynasties and those of ethnic minorities, providing an important reference for later researchers to study the reproduction of antique architecture and ancient architectural decoration.

About Author:

范有信，国家一级美术设计师、中国古建筑学者、中国美术家协会会员。

Fan Youxin is a national first-class art designer, a scholar of Chinese ancient architecture, and a member of the China Artists Association.

亭引

The Introduction of Pavilions



作者: 赵纪军、朱钧珍
Author: Zhao Jijun, Zhu Junzhen
ISBN: 9787302516026
Publication Date: 2019-10-01
Page Count: 256

About the Book:

亭,在中华大地上是一种随处可见、与人们生活游憩密切相关的小型建筑物,尤其在自然风景区及人工园林中,几乎达到“无山不亭”“无水不亭”“无路不亭”“无园不亭”的程度。在园林里,其他的建筑物可以不设,唯独亭是难以舍弃的。从古至今的园林里,几乎没有不建亭的。所以,亭是中国风景园林的一个特色。本书从亭史、类别、特点三个方面介绍亭子的文化艺术。

Pavilions are small buildings that can be seen in everywhere China that are closely related to people's life. This is particularly true in the natural scenic spots and artificial gardens, where it almost reached the extent that “there is no mountain without a pavilion”, “there is no river without a pavilion”, “there is no road without a pavilion” and “there is no garden without a pavilion”. In a garden, other buildings can be left out, but pavilions cannot be. In gardens from ancient times to the present, pavilions exist in almost every one of them. Therefore, pavilions should be a characteristic of Chinese landscape gardens. This book introduces the culture and art of pavilions from three aspects, that is pavilion history, category and characteristics.

About Author:

赵纪军,教授,曾任《中国大百科全书》园林学科副主编。

Zhao Jijun is a professor and once served as deputy editor-in-chief of the *Gardenining and Landscaping* section of the *Encyclopedia Sinica*.

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。

Zhang Yuhuan (1926-2015) was a famous expert of ancient architecture and architectural historian.

胡同·印象（第2版）（典藏版）

Impressions of Hutong
(Collectors Edition)

作者：贾一凡、武金生

Author: Jia Yifan, Wu Jinsheng

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:

作者生于北京，是一对钢笔画艺术家伉俪。贾一凡，业余从事绘画。武金生，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 devotes his spare time to painting. Wu Jinsheng has long been engaged in arts Creation and editing.

风雨晴雪走胡同：一个媒体人的北京胡同行脚

Walking in the Hutongs in All Kinds of Weathers:
A Journalist's Journey in Beijing's Hutongs

作者：侯东合

Author: Hou Donghe

ISBN: 9787302571629

Publication Date: 2021-05-01

Page Count: 448

About the Book:

这是一份北京城大大小小千百条胡同的“履历”，详略不一。不妨翻开这本充满知识、故事和情趣的《风雨晴雪走胡同》。作者用脚步丈量北京老城，从知名的砖塔胡同、南锣鼓巷，至各种不知名的、改了名或即将消失的细小胡同，将它们平凡或伟大的故事细细讲来。白描似的轻快利落的笔触，亲切随和，如同听作者边走边说。

This is a “biography” of thousands of hutongs in Beijing, some detailed, some not. Why not open *Walking in the Hutongs in All kinds of Weathers*, a book that is full of knowledge, stories and fun? The author took a trip throughout the old city of Beijing, from the well-known Brick Pagoda Hutong and Nanluoguxiang Hutong to the various smaller one that are barely known, renamed or dying. He tells their stories, whether ordinary or exceptional, in detail. The book is written in plain and vivid language so it sounds friendly and warm, and readers will feel that they are listening to the author as he walks and chats.

About Author:

侯东合，高级编辑，曾任中国国际广播电台环球资讯广播总监、中央人民广播电台中国之声副总监。

Hou Donghe is a senior editor, and he was Director of CRI News Radio and Deputy Director of CMG Voice of China.

文化·建造·自然：当代建筑理论课五题

Culture, Construction and Nature
- Five Themes of Contemporary Architectural Theory Course

作者：王昕

Author: Wang Xin

ISBN: 9787302571483

Publication Date: 2021-03-01

Page Count: 212

About the Book:

这是一本当代建筑理论课程的学生论文集，涵盖形式、建造、城市、自然、文化观念等主题，包含从2017年至2020年建筑学子对建筑学问题思考与探索的阶段性成果。虽然是学生作业，稍显稚嫩，但其中关注的诸如纪念性、文脉、互动技术、语言学、建筑基面、城市张力、东方园林、游园观、废墟、东方禅意、传统文化基因等主题，又无一不是建筑学范畴内的学术问题，试图构建中国本土建筑理论的新生活语力量，为中国建筑在世界领域发出自己的声音奠定基础。

This is a collection of student essays from a contemporary architectural theory course, covering topics such as structure, construction, cities, nature, and cultural perceptions. It contains the periodic achievements of architecture students' thinking and exploration of architectural issues from 2017 to 2020. Although it seems a little immature because it is a student assignment, the topics it focuses on, such as memorials, context, interactive technologies, linguistics, architectural groundwork, urban tension, oriental gardens, garden views, ruins, oriental Zen and traditional cultural genes, are all academic issues within the scope of architecture. It is an attempt to establish a new power of words of China's indigenous architectural theory and lay a solid foundation for Chinese architecture to make its own voice heard in the world.

About Author:

王昕，博士，副教授，国家一级注册建筑师。

Wang Xin is a Doctor, Associate Professor, and a national first-class registered architect.

精准肝脏外科学

Precision Liver Surgery



作者：董家鸿

Author: Dong Jiahong

ISBN: 9787302549871

Publication Date: 2020-12-01

Page Count: 1492

About the Book:

本书从肝切除术的历史演进与精准肝切除理念形成、精准肝切除的理论基础、精准肝切除的技术支撑、精准肝切除的治疗策略、精准肝切除的手术规划等不同方面全面系统阐述精准肝脏外科的理论体系和临床外科实践，充分展示精准肝脏外科在复杂肝脏外科手术中的技术优势。

This book comprehensively and systematically illustrates the theoretical system and clinical surgical practice of precision liver surgery from different aspects such as the historical evolution of hepatectomy and the formation of the concept, theoretical basis, technical support, treatment strategy, and surgical planning of precise hepatectomy, fully demonstrating the technical advantages of precise hepatectomy in complex liver surgery.

About Author:

董家鸿，国际著名精准肝胆外科专家，中国工程院院士，教授、主任医师，清华大学附属北京清华长庚医院院长。

Jiahong Dong is an internationally renowned expert in precision hepatobiliary surgery, Academician of Chinese Academy of Engineering, Professor, Chief Physician, and President of Beijing Tsinghua Changgung Hospital affiliated to Tsinghua University.

医学虚拟现实与增强现实概论

Introduction to Virtual Reality and Augmented Reality in Medicine



作者：娄岩 主编 张志常 徐东雨 庞东兴 副主编
Author: Editor-In-Chief: Lou Yan, Associate
Editors: Zhang Zhichang, Xu Dongyu, Pang Dongxing
ISBN: 9787302562658
Publication Date: 2020-10-01
Page Count: 260

About the Book:

本书围绕教育部提出的“金课”理念及体系结构，侧重于医学虚拟现实与增强现实基础理论的教学及应用，使读者能够在较短的时间里由浅入深地了解、认识和掌握虚拟现实和增强现实技术的精髓及使用方法，以及这些技术在医学领域的应用。

This book is based on the concept and structure of the “Golden Class” proposed by the Ministry of Education, focusing on the teaching and application of the basic theories of virtual reality and augmented reality in medicine, enabling readers to gradually understand, recognize and master the essence and methods of the technologies of virtual reality and augmented reality, as well as the application of these technologies in the medical field in a relatively short period of time.

About Author:

娄岩，教授，中国医科大学计算机教研室主任，学科带头人。

Professor Lou Yan is the Director of the Department of Computer Science and Academic Leader at China Medical University.

瘡本相应论：甲状腺疾病中医诊疗新思路



Dimple Corresponding Theory: A New Way of Treating Thyroid Disease in Traditional Chinese Medicine

作者：丁治国
Author: Ding Zhiguo
ISBN: 9787302578819
Publication Date: 2021-05-01
Page Count: 136

About the Book:

本书以甲状腺疾病临床诊治的需求为导向，回顾甲状腺疾病的中医学与现代医学诊疗发展历程，聚焦于亟需解决的临床难点，首次提出基于“瘡本相应”理论的窗口期概念，并依据疾病发展的不同阶段建立相应诊疗准则，并系统阐述临床常见甲状腺系统疾病的中医诊疗新思路。

To meet the needs of clinical diagnosis and treatment of thyroid disease, this book reviews the development of traditional Chinese medicine and modern medicine in the treatment of thyroid diseases, and focuses on the clinical difficulties to be solved. It proposes for the first time the concept of window phase based on the “dimple corresponding” theory and establishes corresponding treatment guidelines according to different stages of disease development, and systematically elaborates new ideas of traditional Chinese medicine treatment for common thyroid diseases.

About Author:

丁治国，博士，教授，北京中医药大学东直门医院副院长，主任医师。研究方向：甲状腺疾病的中西医结合诊疗研究。

Ding Zhiguo is Vice President, and Chief Physician of Dongzhimen Hospital Beijing University of Chinese Medicine. His research field is the research of combined Chinese and Western medicine treatment of thyroid diseases.

素问新论：中医的逻辑



New Theory of Basic Questions: The Logic of Traditional Chinese Medicine

作者：王济武

Author: Wang Jiwu

ISBN: 9787302556244

Publication Date: 2020-10-01

Page Count: 248

About the Book:

中医始于《黄帝内经》，中华文明源自《易经》，易经与内经在哲学上又是完全一致的。本书正是从回归理解二经的角度重新梳理中医学的逻辑。《黄帝内经》《伤寒论》均以阴阳三螺旋作为生命哲学的基石。《素问》认识了比现代解剖学更先进的、更系统、更全面的生命结构，即藏+象双层结构，而且是通过经脉联通一体的系统性平台组织（病毒、细菌也是共生共进化的一部分）。中医的复兴与回归，是生命哲学。绝不是排斥现代科技，也不应排斥西药。恰恰相反，在哲学的指引下，中医应当勇于引进现代科技。

Traditional Chinese medicine can be traced back to the Inner Classic of the Yellow Emperor, and Chinese civilization originated from the Book of Changes. The two classics are identical in terms of philosophy. This book recombs the logic of traditional Chinese medicine by returning to the understanding of the two classics. Both the Inner Classic of the Yellow Emperor and the Treatise on Cold Damage Diseases are based on the yin-yang triple helix as the cornerstone of the philosophy of life. The Basic Questions recognizes a more advanced, systematic and comprehensive structure of life than modern anatomy, that is, the double layer structure of viscera + manifestation and a systematic platform organization integrated through the meridians (viruses and bacteria are also part of the symbiotic coevolution). The revival and return of TCM is the philosophy of life. It is by no means an exclusion of modern technology or Western medicine. Quite the contrary, guided by the philosophy, TCM should have the courage to introduce modern technology.

About Author:

王济武，公司董事长。科技创新工作者和中医逻辑研究学习者。

Wang Jiwu is the Chairman of his company and a practitioner of science and technological innovation and a researcher and learner of the logic of traditional Chinese medicine.

新型冠状病毒肺炎影像诊断与人工智能



Diagnostic Imaging of COVID-19 and Artificial Intelligence

作者：欧陕兴、陆普选、陆遥、安维民

Author: Ou Shanxing, Lu Puxuan, Lu Yao, An Weimin

ISBN: 9787302561767

Publication Date: 2020-11-01

Page Count: 236

About the Book:

本书内容主要有：NCP背景介绍，影像CT技术应用规范，CT征象定义及征象代表的病理表现，征象识别三步法与闭环分析五步法，NCP与常见病的影像鉴别诊断，操作规程中防控与质控，AI对NCP定量及征象特征提取与分类，人工智能、云计算与5G新技术应用展望。

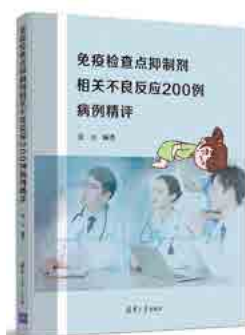
This book includes: background introduction of NCP, application specification of imaging CT technology, definition of CT signs and pathological manifestations represented by the signs, three-step approach of sign identification and five-step method of closed-loop analysis, imaging differential diagnosis of NCP and common diseases, prevention and control as well as quality control in operation specifications, AI for NCP quantification and the extraction and classification of the features of signs, artificial intelligence, cloud computing and the application and prospect of new 5G technology.

About Author:

欧陕兴，博士，北京大学数字中国研究院华南分院医学智能检测与数据认证联合实验室主任。

Ou Shanxing is a Doctor and Director of the Joint Laboratory of Medical Intelligence Detection and Data Authentication at the South China Branch of the Digital China Research Institute of Peking University.

免疫检查点抑制剂相关不良反应200例病例精评



The Essence Comments on 200 Cases of Adverse Reactions Associated with Immune Checkpoint Inhibitors

作者：张力

Author: Zhang Li

ISBN: 9787302562153

Publication Date: 2020-11-01

Page Count: 312

About the Book:

本书主要介绍免疫药物作用于细胞表面检查点蛋白，通过自身免疫系统发现和破坏癌细胞，可有效治疗多种化疗难治性恶性肿瘤。由于癌症免疫治疗的特点鲜明，且在该领域进展迅速，需要对这些药物的使用进行临床指导，包括适当的患者选择、治疗的排序、反应监测、不良事件管理和生物标志物检测。

This book mainly introduces that when immunologic agents act on the checkpoint proteins on cell surfaces, the immune system detects and destroys cancer cells so that a wide range of chemotherapy-refractory malignant tumors can be effectively treated. Because of the distinctive features of immunotherapy of cancer and the rapid progress made in the field, clinical guidance is needed on the use of these agents, including selection of appropriate patient, sequencing of treatment, reaction monitoring, adverse event management, and biomarker testing.

About Author:

张力，教授，北京协和医院主任医师。牵头完成了国产新药研发项目5项。

Professor Zhang Li is Chief Physician of Peking Union Medical College Hospital. He has led 5 projects of the development of domestic new drugs.

近视怎么办：眼科医生来支招



How to Deal with Myopia: Advice from An Ophthalmologist

作者：何彦

Author: He Yan

ISBN: 9787302575450

Publication Date: 2021-03-01

Page Count: 248

About the Book:

本书系统介绍了近视这一问题的成因及防治方法。全书共分为三篇：第一篇讲解了什么是近视，以及近视的分类、成因、预防及眼部保健；第二篇讲解了近视后的儿童科学控制近视进一步发展的方法、成年近视者的眼部保养及防护注意事项，以及挑选框架眼镜和隐形眼镜的技巧；第三篇系统介绍了近视眼手术的分类及其区别，通过详尽的理论与临床病例分析力图帮助读者全面了解近视手术与前沿技术等相关知识。本书通过对生活中常见眼科知识点的解读，帮助读者理解近视科普知识并掌握科学应对近视的医学方法。

This book systematically introduces the causes as well as the prevention and control of myopia. The book is divided into three parts: the first part explains what myopia is and its classification, causes, prevention and eye care; the second part explains scientific methods to help children control the development of myopia, eye care methods for adults and protective precautions of myopia, as well as tips for selecting frames and contact lenses; the third part systematically introduces the classification of myopia surgery and the differences, hoping to help readers understand myopia surgery and frontier technologies through detailed theories and clinical case analysis. Through the interpretation of common ophthalmic knowledge in life, his book helps readers gain knowledge of myopia and master the medical methods to deal with myopia in a scientific way.

About Author:

何彦，博士，副研究员。中南大学湘雅二医院主治医师，专攻角膜病、角膜移植、干眼及其他眼表疾病。

He Yan is a Doctor, Associate Researcher and attending physician at the Second Xiangya Hospital of Central South University, specializing in keratoconus, cornea transplantation, xerophthalmia and other ocular surface diseases.

时间的礼物:卵巢癌患者实战指南



The Gift of Time: A Practical Guide for Patients with Ovarian Cancer

作者: 邓永、金慧

Author: Deng Yong, Jin Hui

ISBN: 9787302565215

Publication Date: 2020-11-01

Page Count: 284

About the Book:

笔者结合数以万计癌症患者的生病就医经历,把卵巢癌是什么、如何应对求医过程中的重重困难、病人常犯的致命错误、各种非常规治疗的临床观察、卵巢癌各类治疗方案的优劣、各大医院常见诊疗错误以及最新医学前沿进展等病患最为关心的问题,像剥洋葱一样,由浅及深,一层层剥开,把卵巢癌和肿瘤免疫一书讲透,把教科书和文献里的知识以及历年NCCN指南的重大更新和来龙去脉,用老百姓听得懂的语言翻译给大家看,向医患双方呈现出一个真实的病患世界。

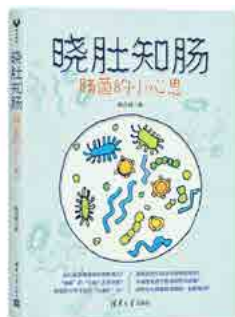
Combining the medical experiences of tens of thousands of cancer patients, the author talks about issues that patients are most concerned about, such as what ovarian cancer is, how to deal with the difficulties in seeking medical treatment, fatal mistakes patients often make, clinical observation of various unconventional treatments, advantages and disadvantages of various treatment options for ovarian cancer, common diagnostic errors in major hospitals and the latest frontier progresses in medicine. Like peeling an onion, he starts from easier questions and progresses to difficult ones so as to provide a thorough explanation of the book Ovarian Cancer and Tumor Immunology, translating the knowledge in textbooks and literature as well as the major updates and developments of NCCN guidelines over the years into something the general public can understand so as to present a real world of patients to both doctors and patients.

About Author:

邓永,“医学界”年度优秀作者。

Deng Yong is an excellent author of the year of “Medical World”.

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工作人员。

Dr. Duan Yunfeng is a research fellow in the Institute of Microbiology, Chinese Academy of Sciences (CAS).

植物工厂



Plant Factory

作者: 杨其长

Author: Yang Qichang

ISBN: 9787302537434

Publication Date: 2019-10-01

Page Count: 252

About the Book:

近年来,国内外植物工厂技术呈蓬勃发展之势,正在成为世界各国大幅提升资源效率、保障食品安全的重要手段。本书介绍了植物光生物学、节能环境控制、蔬菜品质调控和基于物联网的智能管控等技术,分析了植物工厂典型案例,对植物工厂未来趋势、发展战略和热点领域等进行剖析。

In recent years, plant factory technology has flourished at home and abroad and is becoming an important means for countries around the world to significantly improve resource efficiency and ensure food safety. This book introduces technologies such as plant photobiology, energy-saving environmental control, vegetable quality control and intelligent control based on Internet of Things, examines typical international and domestic cases of successful plant factory in recent years, and analyzes the future trends, development strategies and hot areas of plant factories

About Author:

杨其长,研究员、中国农业科学院都市农业研究所副所长。

Yang Qichang is a researcher and deputy director of Institute of Urban Agriculture of Chinese Academy of Agricultural Sciences.

图说保护野生动物

The Illustrated Atlas
of Protected Wildlife

作者：高海斌、顾伟林、赵国伟、陈兰芳、隋雪君

Author: Gao Haibin, Gu Weilin, Zhao Guowei,

Chen Lanfang, Sui Xuejun

ISBN: 9787302572459

Publication Date: 2021-03-01

Page Count: 92

About the Book:

本书作者选取生命奥秘博物馆内20种具有代表性的生物塑化动物标本，借助先进的生物塑化标本保存技术，通过漫长的学习探索，掌握了这些动物的第一手解剖学资料，并发现了许多有趣的特殊结构。本书以直观的标本图片、浅显易懂的语言、图文并茂的形式，带领读者走进我们身边非常熟悉却又极其陌生的动物世界。同时，为读者介绍有关野生动物保护的相关知识，鼓励大家了解野生动物，欣赏它们、关心它们，使我们更有决心和能力保护它们，让我们和这些动物共同拥有地球这个家园。

The authors of this book selected 20 representative plastinated biotic animal specimens from the Mystery Life Museum. With the help of advanced plastinated biotic specimen preservation techniques, they have acquired the first-hand anatomy data of these animals and discovered many interesting special structures after a long time of study and exploration. With visualized pictures of specimens, easy-to-understand language, and the combination of illustrations and words, this book leads readers into a world of animals that are very familiar and yet strange to us. At the same time, it tells readers knowledge about wildlife protection and encourages them to understand wild animals, appreciate them and care for them, so that we will be more determined and capable of protecting them, and share our home, the Earth, with these animals.

About Author:

高海斌，周庄生命奥秘博物馆馆长。从事生命科学科普传播工作。

Gao Haibin is the Director of Mystery life Museum in Zhouzhuang. He is engaged in the promotion of the knowledge of life sciences.

化学元素狂想曲

Rhapsody of Chemical Elements



作者：中二的化学君

Author: Unconventional Chemical Practitioner

ISBN: 9787302530435

Publication Date: 2020-09-01

Page Count: 264

About the Book:

本书以现实教学场景为背景，翔实生动地为学生展示每个元素背后的故事，用全新的方式为青少年重新解读我们熟悉的化学元素。书中除了介绍故事之外，还力求站在化学的角度为大家解读生活中对元素的误解，强调学以致用、勤学善思。希望本书能够让读者不仅仅停留在学习知识的层面，更要受到启发，掌握学习化学的方法和规律，逐步构建自己的知识框架，也希望本书能成为助力中学生学习化学的推手。

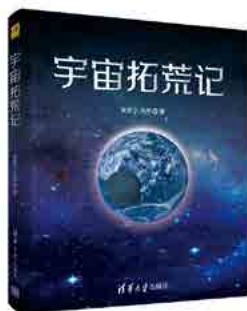
This book refers to real teaching scenarios to show students the stories behind each element in an informative and vivid way, reinterpreting chemical elements that we are familiar with for teenagers in a brand-new way. In addition to stories, the book also aims to correct the misconceptions about the elements in life from the perspective of chemistry, emphasizing the application of the knowledge learned and hard-work. We hope that apart from learning knowledge, readers can also be inspired by this book to master the methods and laws of learning chemistry and gradually build a knowledge framework of their own. We also hope that this book will become an assistance for secondary school students in learning chemistry.

About Author:

中二的化学君（真名周俊），中国化学会会员，简书优秀科普作者，化学教师。

Unconventional Chemical Practitioner (real name Zhou Jun) is a member of the Chinese Chemical Society, an excellent science writer on Jianshu, and a chemistry teacher.

宇宙拓荒记

The Frontierland
of the Universe

作者：张拯宁、贺然

Author: Zhang Zhengyu, He Ran

ISBN: 9787302558842

Publication Date: 2021-02-01

Page Count: 296

About the Book:

本书主要包括三方面内容，第一类是诸如『卫星最后都是什么归宿？』这样的科普故事；第二类是航天爱好者感兴趣的一些有趣的工程问题，例如航天器轨道是如何设计和测定的？第三类是探索更远的宇宙空间需要解决的一些问题，比如为什么深空探测地面上要那么大的天线？

The book covers three main aspects. The first aspect includes science population stories such as “where do satellites go in the end?”. The second one is about interesting engineering questions that space enthusiasts may find interesting, such as how spacecraft orbits are designed and determined. The third one is about problems that need to be solved in order to explore the faraway space, such as why do we need such huge antennas on the ground for deep space exploration?

About Author:

张拯宁，高级工程师，全国无人机系统标准化委员会技术委员，主要从事无人机系统应用工作。

Zhang Zhengning is Senior Engineer and a technical member of the National Unmanned Aerial System Standardization Committee. He is mainly engaged in UAS applications.

天文知识基础——你想知道的天文学(第3版)



Fundamentals of Astronomical Knowledge – Astronomy that You Want to Know (3rd Edition)

作者：姚建明

Author: Yao Jianming

ISBN: 9787302548966

Publication Date: 2020-09-01

Page Count: 500

About the Book:

本书共分16章，首先介绍什么是天文学，天文学的作用等，并以离我们最近的天体—地月系为起点介绍天文知识，然后介绍太阳系、把读者的视野渐渐地带到恒星世界、银河系、河外星系、活动星系直至整个宇宙中去。书中对天文学的研究方法、观测方法等也做了基本的介绍，并对天文学研究的历史、事件、人物做了回顾。此外，本书在“天文小知识”栏目中对与天文学有关的知识，如星座命名、恐龙灭绝、地外文明探索、UFO等做了相关的介绍。

The book is divided into 16 chapters. First, it introduces what astronomy is, what it does and so on. The book starts with the nearest celestial body, the Earth-Moon system, to introduce astronomy knowledge. Then it talks about the solar system, and gradually moves on to the stellar world, the Milky Way, the extragalactic galaxies, the active galaxies, and the entire universe. The book also provides a basic introduction to research and observation methods in astronomy, as well as a review of the history, events, and figures of astronomical research. In addition, the book also introduces astronomy-related knowledge such as the naming of constellations, extinction of dinosaurs, exploration of extraterrestrial civilizations, and UFOs in the Astronomy Trivia section.

About Author:

姚建明，大学教师。曾在中国科学院北京天文台从事天文研究工作。

Yao Jianming is a college lecturer. He was engaged in astronomical research at the National Astronomical Observatories of Chinese Academy of Sciences.

科技创新启示录：创新与发明大师轶事



Revelation of Scientific and Technological Innovation: Anecdotes of Masters of Innovation and Invention

作者：金涌

Author: Jin Yong

ISBN: 9787302568537

Publication Date: 2020-12-01

Page Count: 372

About the Book:

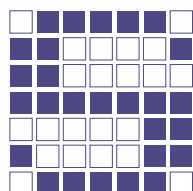
科普教育与科技创新是社会进步的两翼。本书将近百位学术大师的创新故事和科研智慧娓娓道来，和读者共同探讨了“创新”这一经久不衰的话题，以唤起读者的创新热情或带来点滴启示。科技创新，本该是抽象的、晦涩的、复杂的，但在书中，它变成了“哈里森的航海钟”、“达尔文的旅行”、“波尔与爱因斯坦的争论”、“麦克斯韦与法拉第的忘年交”……每一个陌生或熟悉的故事，向读者展示的不仅是科技创新的历程与成果，更传递着创新所需的知识素质与精神内核，这是创新的之根、之道、之法。

Science education and scientific and technological innovation are the two driving forces of social progress. This book tells the stories about innovation and scientific wisdom of nearly 100 academic masters, and discusses with readers the enduring topic of “innovation”, so as to pique readers’ enthusiasm for innovation or inspire them. Scientific and technological innovation is abstract, obscure and complicated, but in this book, it is told by stories that you are familiar or unfamiliar with, such as “Harrison’s Clock”, “Darwin’s Journey”, “The Debate between Ball and Einstein”, “The Friendship between Maxwell and Faraday” ...In this way, it shows readers not only the history and achievements of scientific and technological innovation, but also the intellectual quality and spiritual core required for innovation. This is the root, the doctrine and the method of innovation.

About Author:

金涌，中国工程院院士，化学工程专家，教授，2016年获得第11届光华工程科技奖工程奖。

Professor Jin Yong is Academician of Chinese Academy of Engineering and an expert in chemical engineering. He received the 11th Guanghua Engineering Science and Technology Prize for Engineering in 2016.



科学技术 STEM Books

5G无线网络优化实践



5G Wireless Network Optimization Practice

作者: 张守国 沈保华 李曙海 雷志纯 凌文杰 等

Author: Zhang Shouguo, Shen Baohua, Li Shuhai, Lei Zhichun, Ling Wenjie, etc.

ISBN: 9787302570196

Publication Date: 2021-05-01 Page Count: 364

About the Book:

本书对日常5G无线网络维护和优化过程涉及的知识点进行梳理和系统介绍,侧重介绍NR空口和信令流程,以及消息内容解析。本书内容涵盖5G理论基础、网络架构、协议栈、空口信道、信令流程等。通过学习本书,读者可以快速掌握5G网络的必备知识,对5G网络有一个完整、清晰的认识。本书是作者根据自身多年的移动网络优化学习经验,围绕运营商优化维护人员的需求编写而成的。本书既可作为5G优化维护人员的工作指导用书,又可作为相关人员参加无线网络协优认证考试的参考用书。

This book provides a systematic introduction to the knowledge involved in the daily maintenance and optimization of 5G wireless networks, with a focus on the NR (New Radio) and signaling processes, as well as message content resolution. The book covers 5G theoretical foundation, network architecture, protocol stacks, NR channels, signaling process, etc. By reading this book, readers can quickly master the essential knowledge of 5G networks and have a thorough and clear understanding of 5G networks. The authors have written this book based on their own years of learning experience in mobile network optimization, centering around the needs of the optimization and maintenance personnel of the carriers. This book can be used as both a work guide for 5G optimization and maintenance personnel and a reference book for related practitioners to take the wireless network co-optimization certification exam.

About Author:

张守国,正高级工程师,长期从事无线网络优化工作。

Zhang Shouguo is a senior engineer. He has long been engaged in the optimization of wireless networks.

沈保华,高级工程师,长期从事无线网络规划优化工作,拥有丰富的移动通信领域从业经验和2G/3G/4G/5G实战经验。

Shen Baohua is a senior engineer who has long been engaged in the planning and optimization of wireless networks. He has rich experience in the field of mobile communication and has practical experience regarding 2G/3G/4G/5G.

基于完全互补序列的MIMO雷达与5G MIMO通信



MIMO Radar and 5G MIMO Communication Based on Complete Complementary Sequence

作者: 李树锋

Author: Li Shufeng

ISBN: 9787302564690

Publication Date: 2021-03-01

Page Count: 232

About the Book:

本书适合作为从事MIMO雷达与5G移动通信研究的研究生、从事移动通信工作的工程师以及希望了解互补编码与MIMO结合领域相关情况的专业人士阅读。MIMO技术在雷达和通信领域有着广泛的应用,本书从互补序列角度出发,研究其在雷达、通信以及5G移动通信领域的应用。本书主要分两部分进行撰写,第一部分为互补序列与MIMO雷达的研究,内容包括MIMO雷达基本原理,基于完全互补编码的正交MIMO雷达信号设计等;第二部分为互补序列在MIMO通信和5G大规模MIMO通信中的研究,内容包括基于互补序列的扩频通信系统研究,互补编码与MIMO技术等。

This book is suitable for graduate students engaged in MIMO radar and 5G mobile communication, engineers in mobile communication, and professionals who want to understand the situation related to the combination of complementary coding and MIMO. MIMO technology is widely applied in the fields of radar and communication, and this book studies its application in radar, communication and 5G mobile communication from the perspective of complementary sequence. The book is mainly divided in two parts, the first part being the study of complementary sequences and MIMO radar, including the basic principles of MIMO radar, and the design of orthogonal MIMO radar signal based on complete complementary coding; and the second part is the study of complementary sequences in MIMO communication and 5G large-scale MIMO communication, including the study of spread spectrum communications system based on complementary sequence, complementary coding and MIMO technology.

About Author:

李树锋,副教授,主要研究领域为MIMO通信、5G非正交多址以及多天线信号处理等。

Li Shufeng is Associate Professor. His main research areas include MIMO communication, non-orthogonal multiple access for 5G and multi-antenna signal processing.

分布式机器学习——交替方向乘法在机器学习中的应用



Distributed Machine Learning – The Alternative Multiplier Method in Machine Learning

作者：雷大江

Author: Lei Daijiang

ISBN: 9787302569022

Publication Date: 2021-05-01

Page Count: 168

About the Book:

本书探究交替方向乘法在图像处理中的应用,选取了运动模糊图像复原和遥感图像融合两个领域来作细致研究。通过 MATLAB进行仿真实验,利用交替方向乘法高效求解复杂的凸优化问题,研究遮挡人脸识别的鲁棒性算法,以及人脸图像的类内变化和类间变化与鲁棒性算法的关系。同时,本书还探索高效的分布式优化求解方法。将分布式计算框 CoCoA 应用于机器学习和信号处理的各种问题。

This book explores the application of alternative multiplier method in image processing, and selects two areas, that is motion blurred image restoration and fusion of remote sensed images for detailed study. The book conducts simulation experiment through MATLAB, effectively solves complex convex optimization problem by alternative multiplier method, investigates the robust algorithms of masked facial recognition and the relationship between intra-class and inter-class variances of facial images and robust algorithms. The book also explores efficient distributed optimization methods. The distributed computing framework CoCoA is applied to various problems in machine learning and signal processing.

本书适合作为从事机器学习研究的科技工作者、专业技术人员、研究生及高年级本科生的参考书。

This book is suitable as a reference book for scientists, technical professionals, graduate students and senior undergraduate students who are engaged in the research of machine learning.

About Author:

雷大江, 博士, 教授, 中国计算机学会会员。

Dr. Lei Daijiang is a Professor and a member of China Computer Federation.

基于深度神经网络的遥感图像分割

Remote Sensing Image Segmentation Based on Deep Neural Network



作者：杨艺、王宇、王蔚、王筱超

Author: Yang Yi, Wang Yu, Wang Wei, Wang Xiaochao

ISBN: 9787302559658

Publication Date: 2020-10-01

Page Count: 160

About the Book:

遥感图像特定目标分割是遥感图像处理的研究热点和重要方向。本书在分析遥感图像特定目标分割的关键性问题基础上，介绍基于目标特征建模和基于深度神经网络两种分割方法。其中，在目标特征建模方法中，重点阐述了主动轮廓模型及改进算法的原理和实现方法；在深度神经网络方法中，重点讲述了全卷积神经网络、Encoder-Decoder架构和深度神经网络条件随机场三种典型算法。本书适合作为从事遥感图像目标分割方法及应用研究的科技工作者、专业技术人员、研究生及高年级本科生的参考书。

Remote sensing image segmentation of specific target is a hot research topic and an important direction in remote sensing image processing. Based on the analysis of the key issues of remote sensing image segmentation of specific target, this book introduces two segmentation methods based on target feature based modeling and on deep neural network. Between the two, target feature based modeling method mainly illustrates the principles and implementation methods of active contour model and improved algorithms; and deep neural network method mainly focuses on three typical algorithms, namely, full convolutional neural network, Encoder-Decoder architecture and conditional random fields in deep neural networks. This book is suitable as a reference book for scientific and technical workers, professional and technical personnel, graduate students and senior undergraduate students who are engaged in the research of the methods and applications of remote sensing image segmentation of target.

About Author:

杨艺，博士，大学教师，从事人工智能、智能控制方面的研究工作。

Dr. Yang Yi is a college lecturer and is engaged in the research of artificial intelligence and intelligent control.

深度学习在农作物病虫害智能诊断及农业智能系统中的应用与实践



Application and Practice of Deep Learning in Intelligent Diagnosis of Crop Diseases and Pests and Agricultural Intelligent Systems

作者：谭文学 梅晓勇 王细萍 谭明涛 李剑波 潘承庆 著

Author: Tan Wenxue, Mei Xiaoyong, Wang Xiping, Tan Mingtao, Li Jianbo, Pan Chengqing

ISBN: 9787302534372

Publication Date: 2021-02-01 Page Count: 284

About the Book:

本书运用深度机器学习等人工智能方法研究了农作物病虫害智能诊断及其在农业智能系统中的应用与实践，提供了大量农作物病害图像实例集和MATLAB例程供相关人员参考。

This book uses artificial intelligence methods such as deep machine learning to study the intelligent diagnosis of crop diseases and pests and its application and practice in agricultural intelligent systems, providing a large collection of image examples of crop diseases and MATLAB routines for reference of related personnel.

About Author:

谭文学，博士，教授，系统分析师，中国计算机协会会员，研究方向：深度学习、人工智能及农业智能系统、云计算与网络信息安全等。

Dr. Tan Wenxue is a professor, system analyst, member of China Computer Federation, whose research interests include deep learning, artificial intelligence and agricultural intelligent systems, cloud computing and network information security.

Deep Learning – Evolution from Neural Networks to Deep Reinforcement Learning



作者：魏翼飞、汪昭颖、李骏

Author: Wei Yifei, Wang Zhaoying, Li Jun

ISBN: 9787302562047

Publication Date: 2021-01-01

Page Count: 352

About the Book:

本书首先概述人工智能、深度学习相关的基本概念和发展历程;然后详细介绍深度学习的基本理论和算法,包括神经网络的关键技术、卷积神经网络的主要框架和应用实例、循环神经网络和无监督学习深度神经网络的模型和应用、深层神经网络的参数优化方法、深度学习模型的轻量化方案以及移动端深度学习案例;之后阐述强化学习的基本理论和算法,包括传统的强化学习方法及其衍生算法以及新型的多智能体或多任务学习模型;最后介绍深度强化学习的具体算法及应用、迁移学习的概念及其在深度学习和强化学习中的应用。

This book first outlines the basic concepts and development history related to artificial intelligence and deep learning; then it introduces in detail the basic theories and algorithms of deep learning, including key technologies of neural networks, main framework and application examples of convolutional neural networks, models and applications of recurrent neural networks and unsupervised learning of deep neural networks, parameter optimization methods of deep neural networks, lightweight schemes of deep learning models, and deep learning cases at the mobile end; after that, the book describes the basic theories and algorithms of reinforcement learning, including traditional reinforcement learning methods and their derivative algorithms as well as new multi-agent or multi-task learning models; finally, it introduces specific algorithms and applications of deep reinforcement learning, the concept of transfer learning and its application in deep learning and reinforcement learning.

About Author:

魏翼飞, 博士, 教授, 主要研究深度学习、强化学习及区块链技术。

Wei Yifei is a Doctor and Professor. His research fields are deep learning, reinforcement learning and blockchain technology.

人机融合——超越人工智能



Human-machine Integration – Transcending Artificial Intelligence

作者：刘伟

Author: Liu Wei

ISBN: 9787302574316

Publication Date: 2021-04-01

Page Count: 376

About the Book:

随着近几十年来技术的飞速发展，人机交互技术的地位越来越重要。本书目的是建立以信息流（包括输入、处理、输出过程）交互为基础的人机交互设计与评价思想体系，主要内容包括：人的感觉特性，人的情境认知特性，人的控制特性，人的行为信息分析，以及设计及评价方法、专题研究。

With the rapid development of technology in recent decades, human-machine interaction technologies are becoming increasingly important. This book aims to establish a system of human-machine interaction design and evaluation ideas based on the interaction of information flow (including input, processing, and output processes). The main contents include: sensory qualities, situated cognition, control characteristics and behavior information analysis of human, as well as the design and evaluation methods and thematic studies.

About Author:

刘伟，博士，教授。研究领域为：人机交互、人工智能、用户可用性系统。

Liu Wei is a Doctor and Professor. His research areas are: human-machine interaction, artificial intelligence, and user usability systems.



Human-machine Engineering for Intelligent Vehicles

作者：袁泉、郝威、彭勇、赵晓华、刘鹏

Author: Yuan Quan, Hao Wei, Peng Yong,

Zhao Xiaohua, Liu Peng

ISBN: 9787302571452

Publication Date: 2021-01-01 Page Count: 272

About the Book:

本书在介绍面向车辆领域人机工程的设计和试验基础上，突出呈现了智能、网联、共享等新模式下以及AI、5G等技术的发展应用给人机工程带来的颠覆性变化，包括智能车辆人机界面与人机交互、智能车辆与行人交互、人机共驾试验等内容，并论述智能车辆人机系统的安全性。

Based on the introduction of the design and test of human-machine engineering for vehicles, this book highlights the disruptive changes to human-machine engineering brought by new modes such as intelligent, networked and shared modes, as well as the development and application of AI and 5G technologies, including the human-machine interface and human-machine interaction, intelligent vehicle-pedestrian interaction, and human-machine co-piloting test. It also discusses the safety of the human-machine system for intelligent vehicles.

About Author:

袁泉，博士，高级工程师，主讲《人机工程学》。研究方向为交通安全与事故分析、智能车辆、汽车人机工程。

Dr. Yuan Quan is a senior engineer, teaching Ergonomics. His research interests are traffic safety and accident analysis, intelligent vehicles and automotive ergonomics.

改进的群智能算法及其应用



Improved Swarm Intelligence Algorithms and Their Applications

作者：胡红萍

Author: Hu Hongping

ISBN: 9787302569633

Publication Date: 2020-12-01

Page Count: 264

About the Book:

本书主要包括利用改进的卷积神经网络实现合成孔径雷达目标识别，提出了改进的群智能算法，并结合机器学习实现合成孔径雷达目标识别、MEMS矢量水听器信号的去噪估计、癌症分类、传染病预测、空气质量指数预测与等级分类、机器人转向分类和地质水水质分类。本书有较强的实用性和应用性，既结合实际应用的需要，又从理论上加以指导。本书可作为应用数学、信号处理、图像处理、优化算法、预测与分类等方向研究生学习，还可供从事机器学习的科研工作者参考。

This book mainly talks about synthetic aperture radar target recognition achieved by improved convolutional neural networks, and proposes improved swarm intelligence algorithms. Meanwhile, by combining machine learning, it achieves synthetic aperture radar target recognition, denoising estimation of MEMS vector hydrophone signals, cancer classification, infectious disease prediction, air quality index prediction and classification, robot steering classification and geological water quality classification. The book is highly practical and applicable. It meets the need of actual application and provides theoretical guidance. The book can be used for the study of graduate students in applied mathematics, signal processing, image processing, optimization algorithms, prediction and classification, and also as a reference for scientific researchers engaged in machine learning.

About Author:

胡红萍，博士，副教授，主要从事人工智能、图像识别、信号处理、预测与分类等研究。

Dr. Hu Hongping is Associate Professor, focusing on research fields such as artificial intelligence, image recognition, signal processing, prediction and classification.

智慧绿色集装箱码头



Intelligent Green Container Terminal

作者: 张德文

Author: Zhang Dewen

ISBN: 9787302567295

Publication Date: 2020-12-01

Page Count: 588

About the Book:

本书共分7章48节,首次全面系统地介绍了自动化集装箱码头工艺及装备技术,详细介绍了国内外港口传统集装箱码头和自动化集装箱码头节能减排新技术、新工艺、新产品、新装置、新材料等,同时全书注重理论与示范应用相结合,对中国港口集装箱码头的智能化、绿色化、专业化、大型化、高效化、标准化可持续发展和实现港口转型升级具有重要意义。通过本书能够对港口集装箱码头智能化、工艺装备节能减排技术有比较全面、深入、系统的了解,推进中国智慧绿色港口建设和运营工作落到实处。

This book is divided into 7 chapters and 48 sections, which is the first comprehensive and systematic introduction to automated container terminal processes and equipment technologies, detailing new technologies, new processes, new products, new devices, and new materials for energy saving and emission reduction in traditional container terminals and automated container terminals in ports at home and abroad. Meanwhile, the book focuses on the combination of theoretical research and pilot application, which is of great significance to the intelligent, green, specialized, large-scale, efficient, standardized and sustainable development of container terminals in Chinese ports and the transformation and upgrading of ports. Through this book, readers can have a more comprehensive, in-depth and systematic understanding of port container terminal intelligence, process, equipment and energy saving and emission reduction technologies, so as to promote the construction and operation of China's intelligent green ports.

About Author:

张德文,主要从事港口工艺与装备、溢油应急装备领域的科研开发工作,获得省部级科技奖励近20项。

Zhang Dewen is mainly engaged in scientific research and development in the field of port processes and equipment, and oil spill emergency equipment. He has won nearly 20 science and technology awards at the provincial and ministerial level.

鲲鹏处理器架构与编程



Architecture and Programming of Kunpeng Processor

作者：戴志涛、刘健培

Author: Dai Zhitao, Liu Jianpei

ISBN: 9787302562689

Publication Date: 2020-09-01

Page Count: 384

About the Book:

华为海思设计的鲲鹏（Kunpeng）920系列芯片是兼容ARMv8A架构的高性能处理器片上系统，也是华为“算、存、传、管、智”五个产品系列构成的鲲鹏芯片家族的核心产品。本书首先介绍高性能处理器与服务器的技术背景，然后总结了ARMv8A处理器的体系结构。在此基础上，重点讨论鲲鹏920处理器片上系统的体系结构及其软件生态和架构。为方便读者理解鲲鹏920处理器片上系统的应用场景，本书最后还给出了基于鲲鹏920处理器片上系统的服务器软件的安装、配置、开发与应用案例。

The Kunpeng 920 series chip designed by Huawei HiSilicon is a high-performance SoC processor compatible with the ARMv8A architecture. It is also the core product of the Kunpeng chip family consisting of Huawei's five product series, "computing, storage, transmission, management, and intelligence". This book first introduces the technical background of high-performance processors and servers, and then summarizes the architecture of ARMv8A processors. On this basis, it focuses on the architecture of the Kunpeng 920 SoC processor and its software ecosystem and architecture. To make it easier for readers to understand the application scenarios of the Kunpeng 920 SoC processor, the book concludes with examples of installation, configuration, development and application of server software based on the Kunpeng 920 SoC processor.

About Author:

戴志涛，教授，从事计算机体系结构和嵌入式人工智能等领域的研究工作，并从事通信设备、智能硬件及嵌入式应用系统软硬件开发。

Professor Dai Zhitao is engaged in research in the fields of computer architecture and embedded artificial intelligence, and in the development of software and hardware for communication devices, intelligent hardware and embedded application systems.

重复数据删除技术——面向大数据管理的缩减技术



Big Data Deduplication

作者：付印金、肖侗

Author: Fu Jinyin, Xiao Nong

ISBN: 9787302566113

Publication Date: 2021-01-01

Page Count: 240

About the Book:

本书面向从事大数据存储系统设计及相关技术研究和开发工作的读者。既可以作为存储系统架构师、软件开发工程师、产品或项目经理、数据中心运维人员等的实用工具书，还可以作为普通高等院校计算机和大数据科学相关专业的教学或科研人员、研究生、高年级本科生及相关培训机构学员的学习参考书。

This book is intended for readers who are engaged in the design of big data storage systems and related technological research and development. It can be used as a practical guide for storage system architects, software engineers, product or project managers, and data center operation and maintenance personnel. Meanwhile, it can also serve as a reference book for teaching or research staff, graduate students, senior undergraduate students of majors related to computer big data science in regular colleges and universities as well as students of related training institutions.

About Author:

付印金，博士、大学教师，长期从事网络存储、大数据管理与云计算方向的课题研究。

Dr. Fu Yinjin is a college lecturer. He has long been engaged in the research of network storage, big data management and cloud computing.

大话数据结构[溢彩加强版]



Play with Data Structure

作者：程杰

Author: Cheng Jie

ISBN: 9787302564713

Publication Date: 2020-12-01

Page Count: 392

About the Book:

本书以一个计算机老师的教学过程为场景，讲解数据结构和相关算法的知识。通过趣味的叙述方式，大量引用各种各样的生活知识来类比，并充分运用全彩色图形语言来解读抽象内容，通俗易懂地讲解了数据结构所涉及的一些经典算法。对于学习数据结构来说，难点之一是对相关算法的理解。与同类图书相比，本书内容有趣易读，图文并茂，算法讲解细致深入，能够让读者边看边学，对培养编程思维具有一定的指导意义。图表、流程、代码等内容结合色彩来重新进行约定和归纳，令解析更加清晰顺畅，是一本非常适合自学的读物。

With the teaching process of a computer teacher as the scenario, this book explains the knowledge of data structure and related algorithms. Some of the classical algorithms involved in data structure are explained in an easy-to-understand way through a fun narrative. The book uses a wide variety of life knowledge as analogy and applies full-color graphic language to interpret abstract content. One of the difficulties in learning data structure is how to understand related algorithms. Compared with other books in the same category, this book is fun and easy to read, which uses both illustrations and texts to provide detailed and in-depth explanation of algorithms, enabling readers to learn while reading the book, so it can guide readers in developing programming thinking. Diagrams, processes, and codes are combined with colors for re-convention and summarization, so that the analysis is clearer and smoother, which makes it a great book for self-learning.

About Author:

程杰，一个被读者誉为很适合写IT技术书的人。

Cheng Jie is known as an expert in writing IT technical books.

区块链通识课50讲



50 Lessons on the General Knowledge of Blockchain

作者：王峰、邓鹏、沈冲

Author: Wang Feng, Deng Peng, Shen Chong

ISBN: 9787302572220

Publication Date: 2021-02-01

Page Count: 208

About the Book:

本书从比特币引出区块链，以50个问题为切入点进行阐述，共6章：第1章，比特币的来世今生；第2章，区块链到底是什么；第三章，你真的了解Facebook的Diem吗；第4章，为什么区块链首先是一场金融革命；第5章，区块链会如何改变各行各业；第6章，区块链和我有什么关系。本书结合新闻、趣事和身边可见可感知的对象，通俗易懂地介绍区块链技术和原理，兼具趣味性和故事性，适合作为大众科普区块链知识的入门图书。

This book talks about bitcoins, which then leads to blockchain, with 50 questions as the entry point. There are 6 chapters in the book: Chapter 1, the predecessor and development of bitcoin; Chapter 2, what exactly is blockchain; Chapter 3, do you really understand Facebook Diem; Chapter 4, why blockchain is a financial revolution in the first place; Chapter 5, how blockchain will change all walks of life; Chapter 6, what blockchain has to do with me. This book incorporates news, anecdotes and visible and perceptible objects around us to introduce blockchain technology and principles in an easy-to-understand manner, which makes it both interesting and story-like, so it is suitable as an introductory book for the general public to understand blockchain knowledge.

About Author:

王峰，火星区块链及共识实验室发起人，蓝港互动集团（HK.8267）董事长。

Wang Feng is the initiator of Mars Blockchain and Consensus Lab, Chairman of Linekong Interactive Group Co Ltd (HK.8267).

物联网安全：原理与技术



IoT Security: Principles and Technologies

作者：翁健

Author: Weng Jian

ISBN: 9787302571568

Publication Date: 2020-12-01

Page Count: 224

About the Book:

第1章首先介绍物联网的基础知识，讨论物联网安全基本概念、体系架构、关键技术、应用等内容，使得学生对物联网安全有一个总体的、框架性的认识，第2章提出物联网威胁模型，让学生了解物联网可能遭受的威胁是什么，与传统的威胁有什么区别。第3章承上启下，是整个教材的统领章节，首先讨论第2章提出的威胁模型，我们可能采取的基本技术和整体基础技术和综合的框架技术是什么。

Chapter 1 first introduces the basics of Internet of Things, discusses the fundamental concepts, architecture, key technologies, and applications of the IoT security, so that students can have a general understanding on the framework of IoT security. Chapter 2 presents the IoT threat model, allowing students to understand what threats IoT may face and how they differ from traditional threats. Chapter 3 is a transitional chapter and is the overarching chapter of the entire textbook, which first discusses the threat model presented in chapter 2, and then what are the basic technologies, overall foundational technologies and integrated framework technologies that we might adopt.

About Author:

翁健，教授，暨南大学网络空间安全学院执行院长，主要从事信息安全的研究。

Weng Jian is Professor and Executive Director of the College of Cyber Security of Jinan University, and is mainly engaged in the research of information security.

车联网技术



Vehicular Networking Technology

作者：孙利民、杨卫东、胡淼、陈颖文、何云华

Author: Sun Limin, Yang Weidong, Hu Miao, Chen Yingwen, He Yunhua

ISBN: 9787302570547

Publication Date: 2021-03-01 Page Count: 276

About the Book:

车联网是汽车产业与互联网产业发展的重点方向，具有非常广阔的市场前景。本书从车联网的发展历史、现状、应用前景、关键技术、标准以及现有产品等方面编写，内容涉及国家产业布局、市场主流产品介绍以及专业学术知识，能够覆盖该领域不同层次的读者。

As the key direction of the development of automobile industry and Internet industry, vehicular networking technology has a broad market prospect. This book includes the development history, current situation, application prospect, key technologies, standards and existing products of vehicular networking technology, covering national industrial layout, introduction of market mainstream products and professional academic knowledge, which is suitable for different levels of readers in this field.

About Author:

孙利民，研究员，北京市物联网重点实验室主任，主要研究方向为：新一代互联网技术、无线移动网络等。

Sun Limin is a researcher and Director of Beijing Key Lab of Internet of Things. His main research interests include new generation Internet technology and wireless mobile network.

玩赚短视频：内容策划+营销推广+流量变现



Profit From Short Video: Content Planning + Marketing + Monetize the Traffic

作者：魏颖

Author: Wei Ying

ISBN: 9787302538066

Publication Date: 2020-10-01

Page Count: 268

About the Book:

如今，很多短视频的内容完全没有特色，同质化程度过高，自然无法获得更多的关注。

“如何优化内容质量才能提高推荐率？”“怎样运用短视频实现营销推广？”“如何实现流量变现？”本书希望通过对方法的阐述以及实例的分析，来解决抖音、快手、今日头条等平台的短视频创作者及营销人员的上述困惑。

Today, a lot of short videos lack personal features, and they are highly identical. Therefore, they can't get more attention. "How to optimize the quality of content to improve the recommendation rate?", "How to use short video for marketing and promotion?", "How to monetize the traffic?". This book attempts to solve the above confusions faced by short video creators and marketers on platforms such as Tik Tok, Kuaishou and Toutiao through the elaboration of methods and analysis of examples.

About Author:

魏颖，资深媒体人。主要关注方向为新媒体运营、脑电认知等。

Wei Ying is a senior media professional. Her main research areas include new media operation and EEG cognition.

深空探测无线电地基导航的统计信号处理方法



Statistical Signal Processing for Deep Space Radiometric Navigation

作者：郝万宏、潘程吉

Author: Hao Wanhong, Pan Chengji

ISBN: 9787302566427

Publication Date: 2020-10-01

Page Count: 340

About the Book:

本书以中国深空测控网系统设计与建设为背景，从统计信号处理原理出发全面分析、梳理和总结了包括多普勒测速、TOA测距和TDOA时延测量在内的深空探测地基无线电跟踪测量信号处理的理论与方法，并结合月球和深空探测实际任务数据给出了具有代表性的信号处理实例。

Based on the design and construction of China's deep space surveying and monitoring network system, this book comprehensively analyzes and summarizes the theories and methods of radiometric tracking and surveying signal processing for deep space exploration, including Doppler velocimetry, TOA ranging and TDOA technique, and gives representative signal processing examples by actual mission data of lunar and deep space exploration.

About Author:

郝万宏，博士，目前主要负责中国月球与深空探测任务无线电地基导航系统设计与信号处理算法研究。

Dr. Hao Wanhong is currently responsible for the design of radiometric navigation systems and signal processing algorithms for China's lunar and deep space exploration missions.

多孔充液弹性介质与井眼安全校核



Elastic Fluid-saturated Porous Media and Borehole Safety Calibration

作者：高岳、柳占立、庄茁、黄克智

Author: Gao Yue, Liu Zhanli, Zhuang Zhuo, Huang Kezhi

ISBN: 9787302543589

Publication Date: 2020-12-01

Page Count: 192

About the Book:

Biot充液多孔弹性本构模型是Biot在20世纪40年代提出的针对多孔介质材料的本构模型关系。该本构模型将固体骨架变形与骨架中的孔隙流体渗流进行耦合分析，并充分考虑了流体渗流带来的时间效应。《多孔充液弹性介质与井眼安全校核》将简介多孔弹性本构模型，并基于该本构考察在石油钻井工程中的井眼破坏问题，解释井壁垮塌与破裂事故中的时间滞后现象。

The Biot elastic fluid-saturated porous model is a constitutive model relationship for porous media materials proposed by Biot in the 1940s. This constitutive model couples the solid skeleton deformation with the porous media in the skeleton for analysis, and takes the time effect due to the porous media into full consideration. An introduction to the elastic porous constitutive model will be presented in Elastic Fluid-saturated Porous Media and Borehole Safety Calibration, and based on this constitutive model, the borehole damage problem in oil drilling engineering will be examined to explain the time lag phenomenon in the collapse and rupture of borehole wall.

About Author:

高岳，博士，研究方向为多孔弹性介质的力学行为。

Doctor Yue Gao's research interest is the mechanical behavior of elastic porous media.

黄克智，清华大学工程力学系教授、工程力学研究所所长，中国科学院院士。

Huang Kezhi is Professor at the Department of Engineering Mechanics and Director of the Institute of Engineering Mechanics of Tsinghua University, and Academician of Chinese Academy of Sciences.

柳占立，副教授。主要研究领域为塑性力学、断裂力学及冲击动力学等。

Liu Zhanli is Associate Professor, and his main research areas are plastic mechanics, fracture mechanics and impact dynamics.

精细陶瓷工艺学



Fine Ceramic Processing

作者：齐龙浩、姜忠良

Author: Qi Longhao, Jiang Zhongliang

ISBN: 9787302559160

Publication Date: 2021-02-01

Page Count: 432

About the Book:

本书系统讲述了精细陶瓷的各种制备工艺，既包括已经成熟的工艺，也包括此领域中最新发展的工艺技术和方法，以及作者所在课题组和清华大学先进陶瓷与精细工艺国家实验室多年的研究成果，尤其是精细陶瓷零部件的全套制备工艺。本书可作为高等院校材料、机械、化工、航空、热能、信息、光学等专业的教学用书，也可用作一般工程技术人员和科研工作者的参考书。

This book systematically introduces the various preparation processes of fine ceramics, including both mature processes and the latest development of processes, technologies and methods in this field, as well as the research results of the author's group and the State Key Laboratory of New Ceramics and Fine Processing of Tsinghua University over the years, especially the complete set of preparation processes for fine ceramic parts. This book can be used as a text book for the majors of materials, mechanical engineering, chemical, aviation, thermal energy, information and optics in colleges and universities, and also as a reference book for general engineers and scientific researchers.

About Author:

齐龙浩，副教授；中国机械工程学会材料分会理事和工程陶瓷专业委员会委员，长期从事无机非金属材料的研究、开发与生产工作。

Qi Longhao is Associate Professor and Director of Materials Branch of Chinese Mechanical Engineering Society and member of Engineering Ceramic Professional Committee. He has long been engaged in the research, development and production of inorganic non-metallic materials.

区块链+智能制造：技术与应用

Blockchain + Intelligent Manufacturing: Techniques and Applications



作者：袁勇、王飞跃

Author: Yuan Yong, Wang Feiyue

ISBN: 9787302559887

Publication Date: 2021-05-01

Page Count: 236

About the Book:

本书主要介绍区块链技术的基本原理、区块链技术在智能制造领域的应用优势和特性、区块链与制造流程各个环节的结合点，以及区块链与智能制造相结合之后衍生出的若干新技术和新业态。本书的特色是注重应用实践、注重案例研究，将技术与应用深度融合。

This book mainly introduces the basic principles of blockchain technology, the advantages and characteristics of the application of blockchain technology in the field of intelligent manufacturing, the joint points of blockchain and various stages of manufacturing process, and several new technologies and new business modes derived from the combination of blockchain and intelligent manufacturing. The book attaches great importance to application practice and case studies, promoting the integration of technology and application.

About Author:

袁勇，教授，主要研究计算经济学与区块链技术，中国自动化学会区块链专委会主任。

Yuan Yong is Professor, and his research area mainly incudes computational economics and blockchain technologies. He is Director of the Technical Committee on Blockchain of the Chinese Association of Automation.

绿色制造理论方法及应用



Method and Application of Green Manufacturing

作者: 刘志峰、黄海鸿、李新宇、宋守许、张雷、柯庆镒

Author: Liu Zhifeng, Huang Haihong, Li Xinyu, Song Shouxu, Zhang Lei, Ke Qingdi

ISBN: 9787302559559

Publication Date: 2021-05-01 Page Count: 352

About the Book:

本书针对绿色设计与制造的主要研究内容及方法技术进行专业介绍, 包括绿色设计与制造的理论基础与研究现状, 绿色设计的主要方法与工具, 绿色制造的关键工艺技术, 绿色工厂的应用实践等。

This book is a professional introduction to the main research contents as well as methods and technologies of green design and manufacturing, including the theoretical basis and research status of green design and manufacturing, the main methods and tools of green design, the key process technologies of green manufacturing, and the application practices of green factory.

About Author:

刘志峰, 博士, 教授, 中国机械工程学会高级会员。

Liu Zhifeng is PhD. Professor, and Senior Member of Chinese Mechanical Engineering Society.

智能制造：技术前沿与探索应用



Intelligent Manufacturing: Frontiers and Implementation

作者：郑力、莫莉

Author: Zheng Li, Mo Li

ISBN: 9787302549864

Publication Date: 2021-03-01

Page Count: 320

About the Book:

智能制造是先进制造发展的最新形态，是企业实现转型升级的有力工具。本书分为三大部分：首先是智能制造的历史沿革，系统梳理了理论发展脉络，并对未来的理论趋势和最新的应用成果作了介绍；其次，对智能制造的前沿技术作了分析，包括智能产品/装备、大数据与制造智能、模型驱动的系统工程、数字化技术与制造执行系统；最后以汽车产业和国防工业为例，系统解析了智能制造模式的设计与实施。

Intelligent manufacturing is the latest form of the development of advanced manufacturing and a powerful tool for the transformation and upgrading of enterprises. This book is divided into three major parts: first, it talks about the history of intelligent manufacturing, systematically sorting out the theoretical development, and introducing the future theoretical trends and the latest application results; then, it provides an analysis on the frontier technologies of intelligent manufacturing, including intelligent products/equipment, big data and manufacturing intelligence, model-driven systems engineering, digital technology and manufacturing execution system; finally, with the automotive industry and defense industry as example, the design and implementation of the intelligent manufacturing model is systematically analyzed.

About Author:

郑力，博士，教授，清华大学副校长。主要研究领域是生产系统分析与优化以及企业信息化。

Zheng Li is Doctor and Professor, Vice President of Tsinghua University. His main research areas are production system analysis and optimization and enterprise informatization.

智能车间的大数据应用



Big Data Application in Smart Workshop

作者: 张洁、吕佑龙、汪俊亮、鲍劲松

Author: Zhang Jie, Lv Youlong, Wang Junliang, Bao Jinsong

ISBN: 9787302546498

Publication Date: 2020-09-01 Page Count: 304

About the Book:

阐述智能车间的大数据基本特点和应用框架, 介绍大数据技术在智能车间中的多种典型应用场景: 第1章论述大数据对智能制造的推动作用; 第2章分析智能车间内的大数据资源; 第3章介绍基于大数据的智能车间技术体系; 第4至9章分别介绍设备智能维护、生产在线监控、产品智能设计、车间智能调度、产品质量控制、物料运输调度等大数据应用场景, 并提供航空航天、汽车、钢铁、食品等典型行业中的大数据应用实例。

This book illustrates the basic features and application framework of big data in smart workshop, and introduces various typical application scenarios of big data technology in smart workshop: Chapter 1 discusses how big data promotes smart manufacturing; Chapter 2 analyzes big data resources in smart workshop; Chapter 3 introduces the technical system of smart workshop based on big data; Chapters 4 to 9 introduce such big data application scenarios as intelligent maintenance of equipment, online monitoring of production, intelligent design of products, intelligent scheduling of workshop, quality control of products, transportation scheduling of materials, and provide examples of big data applications in typical industries such as aerospace, automobile, steel and food.

About Author:

张洁, 教授, 东华大学机械工程学院院长。研究领域: 智能制造系统的调度、工业大数据分析决策等。

Zhang Jie is Dean and Professor of College of Mechanical Engineering of Donghua University. Her research fields include scheduling of intelligent manufacturing systems, industrial big data analysis and decision making.

优化驱动的设计方法



Optimization Driven Design Methodology

作者：高亮、邱浩波、肖蜜、李好

Author: Gao Liang, Qiu Haobo, Xiao Mi, Li Hao

ISBN: 9787302548157

Publication Date: 2020-09-01

Page Count: 396

About the Book:

本书以优化驱动为主线，重点探讨了三类优化驱动的设计方法，包括结构拓扑优化设计方法、多学科设计优化方法、基于可靠性的设计优化方法。

This book focuses on optimization drive and mainly discusses three types of optimization driven design methodologies, including structural topology optimization design methodologies, multidisciplinary design optimization methodologies, and reliability-based design optimization methodologies.

About Author:

高亮，教授，华中科技大学科学与技术发展院副院长，主要从事现代优化方法及其在设计制造中的应用等研究。

Gao Liang is Professor and Vice President of Research Development Office of Huazhong University of Science and Technology. He is mainly engaged in the research of modern optimization methodologies and their applications in design and manufacturing.

智能制造装备及系统



Intelligent Manufacturing Equipment and System

作者：王立平、张根保、张开富、王伟

Author: Wang Liping, Zhang Genbao, Zhang Kaifu, Wang Wei

ISBN: 9787302558897

Publication Date: 2020-09-01

Page Count: 340

About the Book:

本书阐述智能装备定义、特征和分类，智能装备重要性、产业特点及发展现状，与智能制造的关系，就高档数控机床及基础制造装备、自动化成套生产线、智能专用装备等典型智能装备，以及智能数控系统、智能电主轴等智能装备关键核心部件技术与发展现状给出深入阐述。

This book gives the definition, characteristics and classification of intelligent equipment, the importance, industrial characteristics and development status of intelligent equipment, and its relationship with intelligent manufacturing. It also provides in-depth elaboration on typical intelligent equipment such as high-grade CNC machine tools and basic manufacturing equipment, automated production lines and intelligent special equipment, as well as the technologies and development status of the key components of intelligent equipment such as intelligent CNC systems and intelligent motorized spindle.

About Author:

王立平，教授，主要学术研究方向集中在先进制造装备及其控制、并联机器人及其控制、机械制造新工艺等方面。

Wang Liping is Professor and his main academic research interests include advanced manufacturing equipment and its control, parallel robots and their control, and new processes in machinery manufacturing.

不创新我何用，不应用我何为——你所没有见过的激光精密测量仪器



The Importance of Innovation —The Laser Precision Measurement Instrument You Have Never Seen

作者：张书练

Author: Zhang Shulian

ISBN: 9787302573432

Publication Date: 2021-03-01

Page Count: 264

About the Book:

本书像一个较长的创新清单，内容从激光器、激光器的性能调控，讲到作者团队持续35年研究的激光精密测量仪器，是先后共约100位教师、博士后、博士研究生、硕士研究生共同研究的成果。可以说，这本书宣传的是中国人首创的技术，介绍的是中国人的仪器。本书介绍的仪器虽多，但同出一原，仪仪相扣，自成体系。

Like a longer list of innovations, this book covers everything from lasers and performance modulations of lasers to laser precision measurement instruments that the author's team have been working on for 35 years. This is the result of the collaborated research by a total of about 100 faculty members, postdoctoral fellows, doctorate candidates, and graduate students over the years. It is safe to say that this book promotes the technologies created by the Chinese people and introduces the instruments of the Chinese. Although many instruments are introduced in this book, they come from the same origin and are closely interlinked, which have formed their own system.

About Author:

张书练，教授。

Zhang Shulian is a Professor.

激光器和激光束



Lasers and Laser Beams

作者: 张书练、丁迎春、谈宜东

Author: Zhang Shulian, Ding Yingchun, Tan Yidong

ISBN: 9787302539612

Publication Date: 2020-10-01

Page Count: 368

About the Book:

全书分为五篇共16章。第一篇是入门篇，2章，是激光器的发明，概况，应用概述。第二篇2章，是光的发射和原子跃迁，典型激光器。第三篇2章，谐振腔，激光放大。第四篇8章，激光束的特性，包括：激光的纵模和单色性，激光的频率宽度，激光束的传播和强度分布，激光的偏振，连续激光器的稳定性，激光的脉冲特性，连续运行激光器的输出功率，激光模的竞争、激光腔长的调谐。第五篇2章，功能激光器，激光振荡与传感。

The book is divided into five parts with 16 chapters. The first part is an introductory part that includes 2 chapters, which is about the invention of lasers, overview, and applications summary. The second part has 2 chapters and is about the emission of light, atomic leap and typical lasers. The third part contains 2 chapters on resonant cavity and laser amplification. The fourth part includes 8 chapters about characteristics of laser beams, including: longitudinal mode and monochromaticity of laser, bandwidth of laser, travelling and intensity distribution of laser beam, polarization of laser, stability of continuous lasers, pulse characteristics of laser, output power of continuous-wave operation of laser, competition of laser modes, and tuning of laser cavity length. The fifth part has 2 chapters, which talk about functional lasers, laser oscillation and sensing.

About Author:

张书练，教授。

Zhang Shulian is a Professor.

城市轨道交通车辆关键系统结构强度分析与计算



Structural Strength Analysis and Calculation of Key Systems of Urban Rail Transit Vehicles

作者：杨建伟、李欣、李强

Author: Yang Jianwei, Li Xin, Li Qiang

ISBN: 9787302571711

Publication Date: 2021-01-01

Page Count: 192

About the Book:

本书主要针对城市轨道交通车辆关键系统可靠性评估与强度计算方面的国内外发展现状、基础理论、强度计算、系统可靠性评估等方面进行阐述与介绍。

This book is an elaboration and introduction of the development status, basic theories, strength calculation and system reliability assessment of the reliability assessment and strength calculation of key systems of urban rail transit vehicles at home and abroad.

About Author:

杨建伟，博士，教授，北京建筑大学机电与车辆工程学院院长。

Yang Jianwei is a Doctor and Professor. He is the Dean of School of Mechanical, Electronic and Vehicle Engineering of Beijing University of Civil Engineering and Architecture.

运动目标多站协同测量系统原理及应用



Principle and Application of Multi-station Coordinate Measuring System for Motion Targets

作者：张森

Author: Zhang Sen

ISBN: 9787302570066

Publication Date: 2020-11-01

Page Count: 228

About the Book:

本书全面地论述运动目标多站协同测量系统设计的基本原理和相关技术，并系统地总结作者在高速目标光电协同测量方面的研究经验和最新进展，给出了高速目标协同测量系统的设计方法和可靠性评估的相关分析，既包括智能车辆运动控制模型、多智能车辆协同运动控制策略、虚拟验模环境建模等相关理论分析，又包括图像数据处理、可行性评估等系统工程实现技术。

This book comprehensively discusses the basic principles and related technologies for the design of multi-station coordinate measuring systems for motion targets, and systematically summarizes the author's research experience and latest progress in the field of high-speed target optoelectronic coordinate measuring, giving relevant analysis on the design methods and reliability assessment of high-speed target coordinate measuring systems. Apart from theoretical analysis related to intelligent vehicle motion control models, multi-agent vehicle coordinate motion control strategies, virtual experimental environment modeling, this book also includes system engineering implementation technologies such as image data processing and feasibility assessment.

About Author:

张森，博士，副教授，研究方向为多智能体协同探测技术。

Dr. Zhang Sen is an Associate Professor. His research field is multi-agent coordinate detection technology.

基于压缩感知的模拟信息转换技术

Analog to Information Conversion Technology based on Compressed Sensing



作者：付宁、张京超

Author: Fu Ning, Zhang Jingchao

ISBN: 9787302557500

Publication Date: 2020-10-01

Page Count: 196

About the Book:

本书在介绍压缩感知基本理论的基础上，着重介绍该理论在信号采样领域的物理实现技术——模拟信息转换技术。

On the basis of introducing the fundamentals of compressed sensing, this book focuses on the physical implementation technology of the theory in the field of signal sampling – analog to information conversion technology.

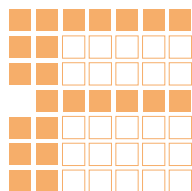
本书是课题组近十年来研究成果的梳理和精炼，包含完整的理论推导、大量的仿真实验、系统的硬件实现及实验分析，可作为通信工程、信号处理及相关领域的研究人员和学生的参考书。

This book is the outcome and essence of the study of the research group over the past ten years, which contains a complete theoretical derivation, a large number of simulation experiments, hardware implementation of the system and experimental analysis. It can be used as a reference book for researchers and students in communication engineering, signal processing and related fields.

About Author:

付宁，博士，副教授，主要研究方向为信号采样理论。

Dr. Fu Ning is Associate Professor, and his main research interest is signal sampling theory.



家庭教育 少儿读物
Family Education and
Children's Books

不急不吼：儿童时间管理全书



No Anger, No Yell: A Time Management Book for Children

作者：周圣超

Author: Zhou Shengchao

ISBN: 9787302564126

Publication Date: 2020-11-01

Page Count: 236

About the Book:

本书从孩子心理、做事拖拉、时间管理、父母智慧、亲子沟通、做事效率、劳逸结合和重点疑难答惑等11个方面深入展开，内容丰富，可操作性强，适合想让孩子提高效率的父母，以及教师、咨询师等陪伴孩子成长的相关人员参阅。

This book covers 11 areas, including child psychology, procrastination, time management, parental wisdom, parent-child communication, work efficiency, work-life balance, and answers to key questions. The book contains rich content and is highly operatable, which is suitable for parents who want to help their children increase efficiency or related personnel such as teachers and consultants who are involved in the children's growing up.

About Author:

周圣超，儿童时间管理特训营导师。

Zhou Shengchao is a mentor of children's time management special training camp.

会计师妈妈给孩子的财商课



The Accountant Mother's Financial Quotient Lessons

作者：李伊

Author: Li Yi

ISBN: 9787302567257

Publication Date: 2021-03-01

Page Count: 276

About the Book:

这是一本适合亲子共读，能提高财商、培养良好学习习惯的特色书，通过具体的亲子案例给出处理方案，解决家长们特别关心的几个问题：孩子有攀比心，老是吵着要买东西怎么办？孩子喜欢打游戏还要充值，不给就闹，到处乱借钱怎么办？到底应不应该给孩子零花钱或者压岁钱？家里那么多闲置的孩子玩具和衣服怎么处理好？如何引导孩子学会储蓄？怎么给孩子讲明白复利？孩子怎么跟朋友聚会？要不要实行AA制？每个章节后设有训练，每一篇结束后会列出标准，家长可对照检验孩子的学习成果。

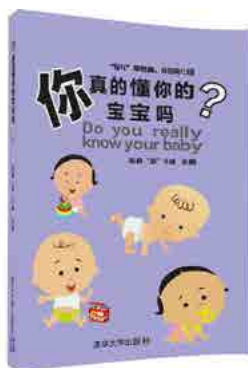
This is a special book for parents and children to read together, which can help children improve their financial literacy and cultivate good learning habits. Through specific parent-child cases, solutions are provided to address several issues of particular concern to parents: what to do when children love to compare with others unrealistically, and always ask for things? What to do if children are obsessed with games and want to top up, and they make a scene or borrow from others if you refuse to give them money? Should parents give children pocket money or lucky money for the New Year? How to deal with so many idle toys and clothes of children at home? How to guide children to learn about saving? How to explain compound interest to the children? How do children get together with their friends? Should they go Dutch? There is a training exercise at the end of each chapter, and the criteria are listed at the end, so that parents can check the results of their children's learning against the criteria.

About Author:

李伊，广东省作协会员，擅长都市职场及财经类题材。

Li Yi is a member of Guangdong Writers Association. She specializes in subjects of urban workplace and finance.

你真的懂你的宝宝吗？——“反斗”早教曲，成功育儿经



Do You Really Know Your Baby — “R” Us’s Early Education Guidebook, Successful Parenting Skills

作者：玩具“反”斗城

Author: Toys “R” Us

ISBN: 9787302447726

Publication Date: 2016-10-01

Page Count: 256

About the Book:

为了更好地了解不同年龄段宝宝的心理特征，品格专家从心理学角度对孩子的语言、行为进行深入分析，旨在帮助广大家长解读孩子行为，理解宝宝的诉求，让育儿变得轻松快乐。让我们一起走进宝宝的心理世界，爱的远行由此启程！

In order to better understand the psychological characteristics of babies at different ages, character experts conduct in-depth analysis of children's language and behavior from the perspective of psychology, with the aim of helping parents interpret their children's behaviors, understand their babies' demands so as to make parenting easy and happy. Let's enter the psychological world of babies together and embark on a journey of love!

督导型父母的16个原则



16 Principles of Supervisory Parents

作者：陈百加

Author: Chen Baijia

ISBN: 9787302573906

Publication Date: 2021-05-01

Page Count: 216

About the Book:

本书主要从 16 个关键词出发，来阐述亲子关系里特别重要的 16 个原理，然后用原理阐述加生活化案例的方式，让大家轻松掌握，意在启发父母一起来思考，并促进其在行为上做出改变，以期在生活中成功地避开那些我们容易遇到的挫折，轻松享受人生中这一大段美妙的育儿过程！

The book uses 16 key words to illustrate 16 principles that are particularly important in parent-child relationships, and then illustrate with real-life examples by using these principles to make it easy for readers to learn. It is intended to inspire parents to think together and encourage them to change their behaviors so that we can successfully avoid those frustrations that we tend to encounter in life, and to enjoy this wonderful parenting process!

About Author:

陈百加，公司董事长，《亲密式父母》家庭教育督导体系创始人、导师。

Chen Baijia is company Chairman, and founder and instructor of "Intimate Parenting" Family Education Supervision System

给你一个抱抱：森林里的治愈系插画教程



A Big Hug to You: A Heart-warming Illustration Tutorial in the Forest

作者：一格iger

Author: iger

ISBN: 9787302565284

Publication Date: 2021-03-01

Page Count: 188

About the Book:

本书内容以丰富的系列作品呈现和技法步骤拆解，突破了常见的单一画材媒介，以水彩和彩铅为主，呈现出治愈之外迷人的画面肌理效果。画风暖、萌、甜，不仅有工具的详细介绍，还编入了创作灵感的来源。作者用天马行空的想象力，带你领略绘画不可思议的乐趣。本书适合所有喜欢艺术和想学画画的朋友，是所有年龄层都可以看的童话插画作品。

This book presents and demonstrates each step of the techniques by a rich series of works, which is different from the common single drawing media. The book contains mostly watercolor and colored pencil drawings, presenting a heart-warming and charming picture and texture effect. The style of the pictures is warm, cute and sweet, not only with detailed introduction of tools, but also with the source of creative inspiration. The author takes you through the incredible fun of painting with a wild imagination. This book is suitable for all those who love art and want to learn to draw, and is a fairy tale illustration for all ages.

About Author:

一格iger，插画家、网红作家。

As an illustrator and writer, iger is popular on the Internet.

位梦华少儿科幻系列·暗物质探索者（第一辑）

Wei Menghua Children's
Sci-Fi Series: Dark Matter Explorer

作者：位梦华

Author: Wei Menghua

ISBN: 9787302546559/9787302546542/9787302546535/9787302547549

Publication Date: 2020-08-01 Page Count: 192

本系列包括《坠入奇异空间》《穿越宇宙黑洞》《寻找祖先的遗迹》《超级基因计划》《冰湖下的阴谋》。

This series includes *Falling into Strange Space*, *Through the Black Hole of the Universe*, *The Search for Ancestral Remains*, *The Super Gene Project*, and *The Conspiracy Under the Ice Lake*.

About the Book:

这是一部探索和思考人类未来的科幻作品。作者以自己在极地探险的亲身经历为素材，用夸张、拟人、想象等艺术手法，构建了一个神秘奇异的暗物质世界，描述了科学博士和爱斯基摩男孩在暗物质世界里跌宕起伏的探索经历，再现了古代爱斯基摩人在严酷自然环境中艰难求生的历史场景，对人类的未来做出了思考和展望。

This is a science fiction about exploration and thoughts on the future of mankind. The author's own experience in the polar expedition is used as material, with exaggeration, personification, imagination and other artistic techniques, he built a mysterious and bizarre world of dark matter, describing the ups and downs in the exploration experience of the Doctor of Science and the Eskimo boy in the dark matter world, and recreating the historical scene of ancient Eskimos struggling and surviving in the harsh natural environment. Meanwhile, it also provides thoughts and visions for the future of Eskimos, the Arctic, as well as the whole of humanity.

About Author:

位梦华，中国作家协会会员中国科普作家协会会员，第一个进入南极中心地区（南纬80度以南）的中国人；中国首次远征北极点科学考察队总领队。

Wei Menghua is a member of the China Writers Association, China Science Writers Association. He is the first Chinese who entered the central region of Antarctica (south of 80 degrees south latitude) and is also the Chief Leader of the first Chinese scientific expedition team to the Arctic Pole.

少年AI一百问



100 AI Questions for Teens

作者：西瓜创客

Author: Xigua City

ISBN: 9787302554066

Publication Date: 2020-09-01

Page Count: 456

About the Book:

在未来，什么样的工作最容易被人工智能取代？AI会不断进化，最终淘汰人类？本书将着重解读AI将会怎样改变我们的生活，并对孩子们经常问的有关AI的100个问题进行解答。本书是针对6~12岁的孩子，基于数十万中国孩子的编程学习经验和学习行为数据，打造的比较权威的人工智能读本。

What kind of jobs are most likely to be replaced by AI in the future? Will AI continue to evolve and eventually replace humans? This book focuses on explaining how AI will change our lives, and provide answers to 100 questions about AI that kids often ask. This book is a comparatively authoritative book on AI for children aged 6 to 12, based on the experience of learning programming and the data of learning behavior of hundreds of thousands of Chinese children.

About Author:

西瓜创客，在线面向小学生提供编程启蒙与思维训练，全面提升孩子的学习力与创造力。

Xigua City online provide elementary school students with programming enlightenment and thinking training, so as to improve the overall learning ability and creativity of children.



Artificial Intelligence for Elementary Students – The Elegant Language Python

作者：郭躬德、冯彦、李立慈

Author: Guo Gongde, Feng Yan, Li Lici

ISBN: 9787302568636

Publication Date: 2020-12-01

Page Count: 224

About the Book:

本书主要讲解Python编程方法与技巧，共8个单元，32课，分为上、下两册。上册四个单元分别为Python基础语法、turtle画图、程序结构和百度AI；下册四个单元分别为MicroPython、传感控制、音乐娱乐、网络爬虫和串口通信。本书的定位是让学生零基础学习Python编程。本书侧重Python编程的实操性学习，并不强调Python知识系统性的讲解。本书将Python的语法知识融入课程案例中，通过一些趣味性、交互性的案例，让学生爱上Python，感受Python之美。本书适合开设人工智能课程的普通中、小学使用（建议使用年级为六、七年级）。

This book mainly explains the programming methods and skills of Python, with 32 lessons in 8 units. It is divided into two volumes. The four units in the first volume are Basic Syntax of Python, Turtle Drawing, Program Structure and Baidu AI; and the four units in the second volume are MicroPython, Sensory Control, Music and Entertainment, and Web Crawler and Serial Port Communication. This book aims to allow students with zero basis to learn Python programming. It focuses on the practical learning of Python programming, and does not emphasize the systematic explanation of Python knowledge. The book integrates syntax knowledge of Python into the cases in the course, and through some interesting and interactive cases, students can fall in love with and feel the beauty of Python. This book is suitable for general middle and elementary schools that offer artificial intelligence courses (recommended for sixth and seventh grade classes).

About Author:

郭躬德，教授，研究领域主要为模式识别与计算智能。

Guo Gongde is Professor and his main research interests are pattern recognition and computational intelligence.

在最好的年纪学Python——小学生趣味编程



Learn Python at the Best Age – Fun Programming for Elementary School Students

作者：曹阳波、李文月

Author: Cao Yangbo, Li Wen Yue

ISBN: 9787302560005

Publication Date: 2021-01-01

Page Count: 132

About the Book:

本书是一本难度适当、易学易懂的小学生Python启蒙教材，用贴近孩子的语言，通过多个简单、有趣的编程案例，激发孩子学习和探索科技的兴趣。本书以程序为中心，适当弱化语法。本书共11章，涵盖Python输入输出、数据类型、选择循环基本结构、函数、面向对象编程、海龟绘图、二进制和GUI编程等，内容丰富全面，每章末尾配有单词表和思考题，帮助读者巩固所学知识和技能。

This book is a Python primer for elementary school students of appropriate difficulty that is easy to learn and understand. It uses language that children are familiar with and multiple simple and fun programming cases to pique their interest in learning and exploring technology. The book centers around programs and puts less emphasis on syntax. It has 11 chapters, covering input and output of Python, data types, basic selection and loop structure, functions, object-oriented programming, turtle drawing, binary and GUI programming. The content is rich and comprehensive, with word lists and reflection questions at the end of each chapter to help readers deepen the knowledge and skills they have learned.

About Author:

曹阳波，工信部集成项目管理工程师，2019年后专注青少年编程教育。

Cao Yangbo is an Integration Project Management Engineer certified by the Ministry of Industry and Information Technology. He has been focusing on programming education of teenagers since 2019.

零基础学Scratch编程



Learning Scratch Programming with Zero Basis

作者：邬晓钧

Author: Wu Xiaojun

ISBN: 9787302563266

Publication Date: 2021-01-01

Page Count: 252

About the Book:

本书面向没有任何程序设计基础的四年级以上小学生。本书内容分为基础技能、思维训练、创新应用三个部分，小读者按章节内容提示一步步的自学和实践，逐步掌握和熟练Scratch程序设计。在本书的学习过程中，小读者的自学能力、计算思维、创新创意和编程实践能力均能得到有效地锻炼和提高，为将来进一步学习计算机专业知识与技术打下扎实的基础。

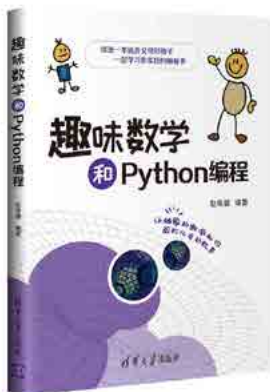
This book is designed for elementary school students above the fourth grade who have zero basis in programming. The book is divided into three parts: basic skills, thinking training, and innovative applications. Young readers can learn and practice step by step according to the context of each chapter to gradually master and become proficient in Scratch programming. While learning this book, young readers' self-learning ability, computational thinking, innovative creativity and programming ability can be effectively trained and improved, so that they can lay a solid foundation for further study of professional computer knowledge and technology in the future.

About Author:

邬晓钧，高级工程师，长期从事程序设计的教学实践。清华大学程序设计竞赛代表队主教练。

Wu Xiaojun is a senior engineer. He has long been engaged in the teaching of programming, and has been the head coach of the programming competition team of Tsinghua University.

趣味数学和Python编程



Fun Math and Python Programming

作者：赵乘骥

Author: Zhao Chengji

ISBN: 9787302567066

Publication Date: 2021-02-01

Page Count: 276

About the Book:

本书介绍了一些适合初中学生的有趣的数学内容，例如，怎么用程序图文并茂地展示NBA球员的投篮位置和成功率？同班同学中有人生日相同的概率是多大？什么样的屋顶排水最快？等等。书中的问题都经过精心选择和安排，与初中数学教学的进度同步，同时又用Python程序去动态化这些数学过程并生成一个个GIF动图，使得数学的学习过程变得好玩了，可以激发学习兴趣。

This book introduces some fun math contents for middle school students. For example, how to graphically show the shooting positions and success rates of NBA players by using a program? What is the probability that someone in the same class share the same birthday? What kind of roof drains the fastest? Questions in the book are carefully selected and arranged to keep in pace with math teaching in middle schools. In the meantime, it uses Python program to make these mathematical processes dynamic and generate GIFs, which make the learning process of math fun so it can arouse students' interest in learning.

About Author:

赵乘骥，研究员，公司总经理，在视频处理领域有研发经验。

Zhao Chengji is a researcher and company General Manager. He has years of research and development experience in the field of video processing



TSINGHUA UNIVERSITY PRESS
RIGHTS CATALOGUE
2021-2022

清华社官方微信号



扫 我 有 惊 喜

地址: 100084 北京海淀区双清路学研大厦

网址: <http://www.tup.com.cn>

海外合作部 电话/传真: +8610 62783132

电子邮箱: rights-tup@tsinghua.edu.cn

Address: Xueyan Building, Shuangqing Road, Haidian District, Beijing, 100084

<http://www.tup.com.cn>

International Cooperation Dept. Tel/Fax: +8610 62783132

Email: rights-tup@tsinghua.edu.cn