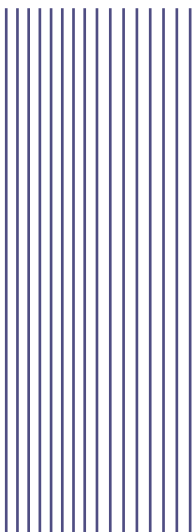
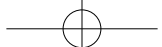
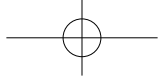


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## *Tsinghua University Press*

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.

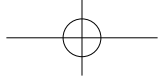
Consisting of 8 book publishing branches, a journal center and a digital publishing center, TUP employs a staff of over 500 and publishes about 3000 new titles and electronic publications each year. Our publications include academic monographs, college textbooks, trade books and children's books, covering 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 and co-publishing, establishing strategic partnerships with a number of world-renowned publishing companies, such as Springer Nature, Elsevier, John Wiley & Sons, Taylor & Francis, Pearson, McGraw-Hill, etc. While introducing hundreds of titles from dozens of overseas publishers each year, we have also licensed over 700 titles in 20 languages to publishers in North America, Europe and Asia in total to date.

TUP has released 27 academic journals, half of which are in English and 6 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.

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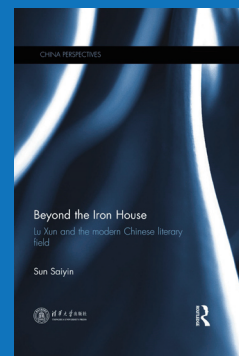
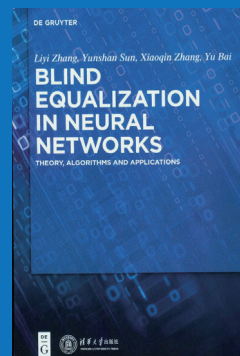
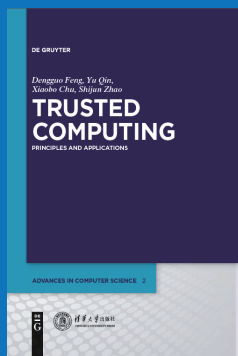
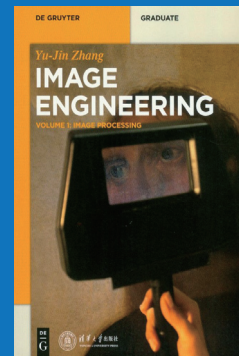
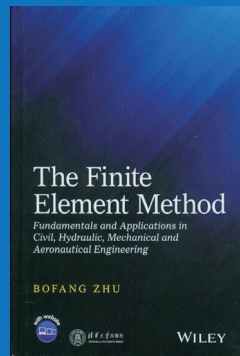
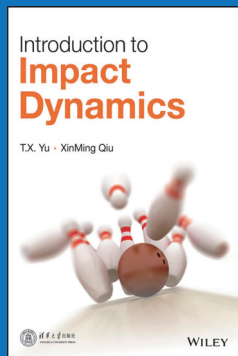
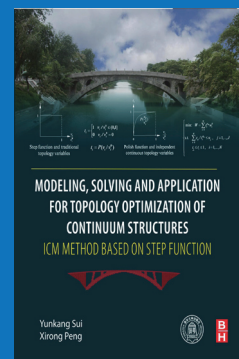
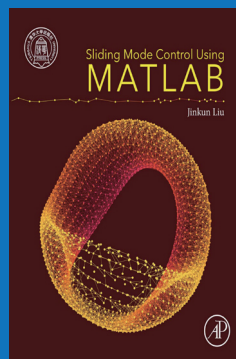
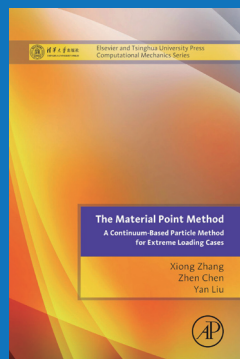
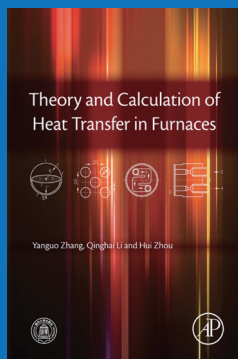
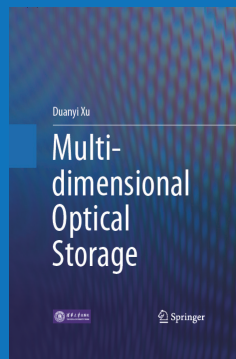
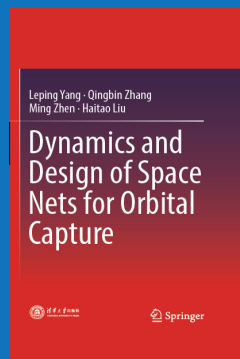
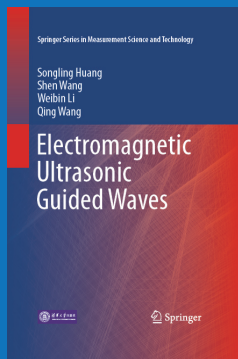
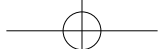
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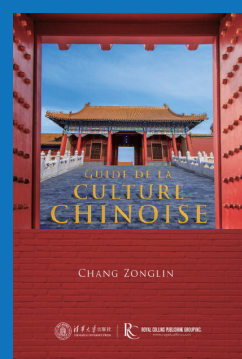
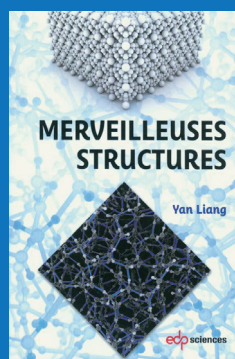
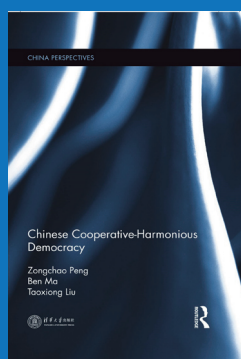
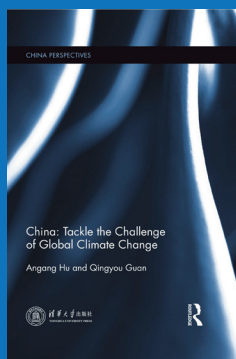
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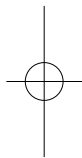
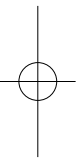




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# 经济管理法律

Economics, Management and Law



## 跃迁：中国制造未来十年 Paradigm Shift: Envisioning China's Manufacturing Industry in the Next Decades

作者：孙会峰、朱恒源 等

Author: Huifeng Sun, Hengyuan Zhu, et al.

ISBN: 9787302479529

Publication Date: 2018-4-1

解密中国制造未来范式，索引产业跃迁高能轨道。清华大学副校长杨斌、中国电子信息产业发展研究院院长卢山撰序推荐！

This book deciphers the future paradigm of China's manufacturing and interprets how the industry transition to the higher level. This book is recommended and introduced by Bin Yang, vice president of Tsinghua University and Shan Lu, director of China Center for Information Industry Development.

孙会峰：博士；赛迪顾问股份有限公司总裁；工业和信息化部运行监测协调局特聘专家、中国计算机行业协会副秘书长。

Dr. Huifeng Sun: He is the president of CCID Consulting Co., Ltd, also a special expert in the Performance Inspection and Coordination Bureau of the Ministry of Industry and Information Technology and deputy secretary general of China Computer Industry Association (CCIA).

朱恒源：博士；清华大学经济管理学院创新创业与战略系副主任、副教授，清华大学全球产业研究院副院长。

Dr. Hengyuan Zhu: He is deputy director and associate professor at the Department of Innovation, Entrepreneurship and Strategy in School of Economics and Management, Tsinghua University, and also the Associate Dean of the Institute for Global Industry of Tsinghua University.

当前孕育兴起的新一轮科技革命和产业变革，正在加速重构全球分工体系和竞争格局。跨领域、协同化、网络化创新平台正在重组传统制造业的创新体系，推动技术创新和产业应用“无缝衔接”，人类社会已进入跨行业、跨领域协同创新的大科技时代。本书通过对中国制造产业跃迁的内在逻辑、演进方向、驱动要素、创新生态和发展路线图等的分析，为读者展现中国制造未来十年的重塑发展理念、重构竞争优势的创新之路。

The new round of scientific and technological revolution and industrial changes has expedited the reorganization of global labor division system and the competition landscape.



The interdisciplinary, coordinated and networked innovation platform is reorganizing the innovative system of traditional manufacturing and facilitating the “seamless linkage” between technological innovation and industrial applications. Human society has entered a technological era of innovation based on cross-industry and cross-disciplinary collaboration. By analyzing the logic, evolution direction, driving factors, innovative ecology and development roadmap behind China’s manufacturing industry transition, this book demonstrates an innovative path of reshaping the development concept and rebuilding its competitive advantages in the next decade.



### 创新领跑者： 两化融合驱动的新模式新业态

### Innovation Leaders: New Models and Business Types Driven by Integration of Information and Industrialization

作者：中国企业联合会

Author: China Enterprise Confederation

ISBN: 9787302486565

Publication Date: 2017-11-1

本书聚焦中国信息化与工业化深度融合在促进企业创新方面的最新方向和最新实践。主要包括网络协同研发模式、分享经济新模式、O2O新零售、服务型制造转型、流程企业的定制化生产、物流业的集约化智能化发展、智能产品开发与产业化、企业物流的智能化改造和智能电网发展等领域，涉及中航一飞院、滴滴出行、苏宁易购、大疆创新、唐山钢铁等行业领先企业。观点分析结合企业真实案例，对企业两化融合与创新发展的有很好的借鉴意义。

This book focuses on the latest directions and practices in the integration of information technology and industrialization in China with the aim to promote enterprises’ innovation. This book mainly covers the following fields: the network collaborative research and development model, new sharing economy, O2O new retail, transformation of service-oriented manufacturing, customized production of process-oriented enterprises, intensive and smart development of logistics industry, development and industrialization of smart products, transformation of enterprise logistics and the development of smart grid. These transformations involve many leading companies, such as AVIC the First Aircraft Institute, Didi Chuxing, Suning.com, Dajiang Innovation, and Tangshan Steel. This book combines analyses of viewpoints and case studies, which serve as a useful reference for enterprises’ innovation and integration of information technology and industrialization.



## 企业间电子商务价值创造： 部署、适配与重构的新机制

## Value Creation in Business-to-Business E-Commerce: A New Mechanism for Deployment, Adaptation and Reconstruction

作者：朱镇、江毅、池毛毛、赵晶

Author: Zhen Zhu, Yi Jiang, Maomao Chi, Jing Zhao

ISBN:9787302476412

Publication Date: 2017-10-1

本书是在三项国家自然科学基金系列研究基础上，对团队多年核心研究成果的汇聚。围绕当前企业间电子商务管理的核心研究问题，从战略部署与调整、能力升级与环境适配以及敏捷运营和重构三个重要环节，研究并提炼了企业间电子商务价值创造的关键管理过程。通过对400多家企业跟踪研究调查，并结合部分公开数据，实证研究并揭示了中国传统制造和零售企业利用电子商务实现互联网转型、创造企业绩效和竞争优势的新机制。本书对于如何推进传统企业互联网转型，在战略部署、环境适应以及组织重构三个层面提供了政策建议。

Based on the fundamental researches supported by three national natural science funds, this book gathers outcomes of core researches conducted over the years. It focuses on the core topic of Business-to-Business E-commerce, and also studies and summarizes the key management process of value creation based on its three links: strategic deployment and adjustment, capacity upgrading and environment adaptation, and agile operation and reconstruction. By tracking and investigating more than 400 enterprises and referring to the public data, this book makes empirical studies and reveals a new mechanism of E-commerce that helps Chinese traditional manufacturing and retail to realized Internet-based transformation and improve the corporate performance and the competitive advantages. This book provides policy advice on how to facilitate the Internet-based transformation in terms of strategic deployment, environmental adaptation and organizational restructuring.





## 美国货币政策调整及其影响研究

## A Study on the Adjustment of American Monetary Policy &amp; Its Impacts in the Post-Financial Crisis Era

作者：刘卫平

Author: Weiping Liu

ISBN: 9787302475064

Publication Date: 2017-6-1

刘卫平：经济学博士、社会学博士，教授。曾任麻省理工学院访问学者、研究员。现任职于国家开发银行研究院。

Weiping Liu: a professor and doctor of economics and sociology. He was a visiting scholar and researcher of Massachusetts Institute of Technology. He is working at the Research Institute of China Development Bank.

本书介绍了货币政策的相关理论和背景，分析了后金融危机时代美国货币政策调整的主要内容及其对国内影响、对发达经济体的影响，以及对新兴市场和发展中经济体的影响。阐述了美国货币政策调整对中国经济的溢出效应，中国需要在经济发展方式、对外经贸战略等方面进行战略性调整。最后总结了后金融危机时代中国经济面临的挑战，对中国应对美国货币政策调整主要从经济发展战略与金融发展战略等方面提出相关对策建议。

The book introduces theories and background of monetary policy, analyzes the adjustment of the US monetary policy in the post-financial crisis era and discusses its impacts on the US itself, developed economies, emerging markets and developing economies. It elaborates on the spillover effect of the adjusted monetary policy on China's economy, and proposes that China should make strategic adjustments in terms of the economic development mode and international trade strategy. In the end, the book summarizes the challenges faced by China in this period and makes suggestions on how China should respond to it in terms of economic and financial development strategy.



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

作者：文一

Author: Yi Wen

ISBN: 9787302434207

Publication Date: 2016-06-01

文一：清华大学经济管理学院CCB讲席教授，中国国家“千人计划”入选者。曾任职于美国康奈尔大学经济系，美国联邦储备银行（圣路易斯分行）研究部，2008年升任助理副行长。

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

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

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



新范式经济学 (清华汇智文库)  
New Paradigm Economics  
(Tsinghua Huizhi Library)

作者: 戴天宇

Author: Tianyu Dai

ISBN: 9787302472711

Publication Date: 2017-8-1

戴天宇: 理学、工学双学士, 法学硕士, 经济学博士, 工商管理博士后, 北京大学汇丰商学院副教授。经济学、管理学范式革命倡导者, 新范式经济学创始人。

Tianyu Dai: He is Bachelor of Science and Engineering, Master of Laws, Doctor of Economics, Post doctor of business administration, and an associate professor of HSBC Business School of Peking University. He is an advocator of paradigm reform in economics and management and the founder of new paradigm economics.

本书从一个全新的视角出发, 以“最小经济系统”代替“经济人”假设和“商品”作为新的经济学研究起点, 建立起了既不同于现代西方主流经济学, 也不同于马克思主义政治经济学的“经济元—经济流—经济场”逻辑分析框架, 重建经济学于系统科学和自然科学的逻辑演绎基础之上, 并在此过程中创立了新的价值理论。

From a brand-new perspective, the book replaces the conventional hypothesis of “economic person” and “commodity” with the new concept “minimum economic system” as the new starting point of economics studies. The book sets up a logical framework featuring “economic element, flow and field”, which is different from the mainstream modern economics in western countries or the Marxist political economics. It reconstructs the economics based on the logical deduction of system science and natural science, and creates a new value theory during this process.



# 人民币“走出去”的货币替代理论与战略 (清华汇智文库)

## RMB Going Global: Currency Substitution Theory and Strategy (Tsinghua Huizhi Library)

作者：石建勋、叶亚飞

Author: Jianxun Shi, Yafei Ye

ISBN: 9787302494089

Publication Date: 2018-2-1

本书结合人民币国际化战略，以人民币国际化进程中的货币替代为主线。全书由十章内容组成：货币替代理论研究，货币替代与货币国际化经验研究，人民币国际化进程中的货币替代战略，人民币在港澳台地区的货币替代研究，人民币在东亚区域的货币替代研究，人民币在全球货币替代现状研究，SDR定值标准、人民币占SDR份额预测及影响研究，人民币货币替代进程中的问题与风险，人民币被美元替代的风险研究，以及推进人民币“走出去”的正向货币替代政策。

This book focuses on the currency substitution in the process of RMB internationalization. The book consists of ten chapters: Discussion on Currency Substitution Theory, Empirical Studies on Currency Substitution and Currency Internationalization, Currency Substitution Strategy in the Process of RMB Internationalization, Currency substitution Researches in the Hong Kong, Macao and Taiwan Regions, Currency Substitution Researches in the East Asian Region, Research on the Global Currency Substitution Status of the RMB, Valuation Standards of SDR & Forecast and Impact on the Share of RMB in SDR, Problems and Risks in the RMB Currency Substitution Process, Risk of RMB Being Replaced by US dollar, and Currency Substitution Policy to Facilitate RMB Going Global.



### 服务型制造——基于“互联网+”的模式创新 (清华汇智文库)

## Service-Oriented Manufacturing: Model Innovation Based on Internet Plus (Tsinghua Huizhi Library)

作者: 李刚、汪应洛 Author: Gang Li, Yingluo Wang

ISBN: 9787302486152

Publication Date: 2017-11-1

本书结合“互联网+”理念、模式和技术,面向《中国制造2025》所确立的中国制造业发展方式转型升级的服务型制造战略,阐释“互联网+”所赋予的服务型制造的新内涵;系统分析制造企业实施服务型制造的商业模式、“产品”模式、生产组织模式、营销模式,以及企业实施服务型制造的管理变革;揭示服务型制造促进企业绩效提升的机理。

In light of the concept, model and technology of the “Internet Plus”, the book introduces the strategy of transforming and updating China’s manufacturing industry service-oriented manufacturing under the national initiative of Made in China 2025 and interprets the new connotation of service-oriented manufacturing under the “Internet Plus” concept. The book systematically analyzes the mode of business, “product”, production organization, marketing and shifting of management mode of service-oriented manufacturing, revealing ways to promotes performance of service-oriented manufacturers.



### 中国国有企业跨国并购战略研究 (清华汇智文库)

## Cross-Border M&A Strategy of Chinese State-owned Enterprises (Tsinghua Huizhi Library)

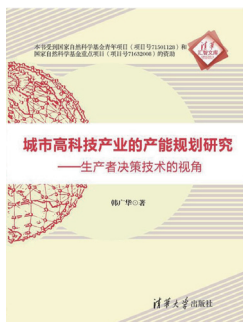
作者: 张欣 Author: Xin Zhang

ISBN: 9787302487043

Publication Date: 2017-11-1

本书系统研究了中国国有企业跨国并购的典型案例和相关理论问题,对国有企业的并购行为和并购绩效进行定量分析,为完善相关理论提供了经验证据。

The book analyzes typical cross-border merger and acquisition cases and relevant theoretical issues of Chinese SOEs and makes quantitatively analysis on the SOE’s M&A behavior and performance, providing empirical evidence for improving theoretical study in this field.



**城市高科技产业的产能规划研究**  
——生产者决策技术的视角（清华汇智文库）  
**Capacity Planning of Urban High-tech Industry**  
——From the Perspective of Producer's  
Decision-Making Techniques  
(Tsinghua Huizhi Library)

作者：韩广华

Author: Guanghua Han

ISBN:9787302465621

Publication Date: 2017-9-1

本书从微观的视角入手，以半导体制造产业为代表的高科技产业为背景，研究企业产能规划制定的基本规律和基本技术，以便城市根据产业市场状况评估其最优的产能规模，从而为城市各产业的产能管理、政策和规划提供科学的判断依据和理论工具。本书适用于城市研究、产业产能研究的学者以及对城市产能规划感兴趣的读者。

From a microscopic perspective and based on high-tech industry represented by semiconductor manufacturing industry, this book studies the basic rules and technologies of enterprises capacity planning, so as to assess the optimal capacity scale of a city according to the market and provide a scientific and theoretical instrument to judge and evaluate capacity management, policy making and industry planning for cities. This book is targeted at scholars engaged in urban and industrial capacity research as well as readers interested in urban capacity planning.



服务贸易自由化的经济增长效应研究  
——中国和日本比较（清华汇智文库）  
Research on the Economic Growth Effect  
of Service Trade Liberalization  
——A Comparison between China and Japan  
(Tsinghua Huizhi Library)

作者：张楠

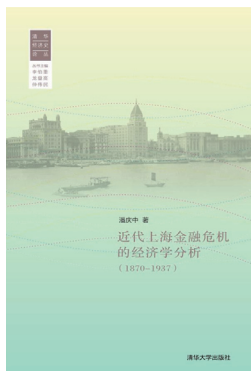
Author: Nan Zhang

ISBN:9787302487081

Publication Date: 2017-11-1

本书主要讨论服务贸易自由化的经济增长效应。在理论研究方面，本书构建理论模型（两部门PUA模型）研究服务贸易自由化影响经济增长的机理，分别从人力资本积累、技术、交易经验、垄断程度和经济结构五个方面详细论述经济增长效应的具体表现。在经验研究方面，本书采用回归分析和经验案例分析对服务贸易自由化经济增长效应的实现机理进行检验。本书综述了日本服务贸易自由化的历程和发展经验，并与中国服务贸易自由化历程进行比对，以此为据提出了中国服务贸易自由化进程的政策建议。

The book mainly discusses about the effect of service trade liberalization on economic growth. On the theory level, the author established a theoretical model (PUA model) to study how service trade liberalization impacts economic growth and also discusses economic growth from human capital accumulation, technology, trading experience, monopoly degree and economic structure in detail. On empirical level, the book applies the regression and case study to verify the aforementioned mechanism. The book reviews the history and development experience of Japan's service trade liberalization, and compares it with that of China. Based on the research and comparison, the book provides suggestions on policy-level for China's service trade liberalization.



**近代上海金融危机的经济学分析：  
1870-1937（清华经济史论丛）**  
**Economic Analysis of Financial Crises in  
Modern Shanghai during 1870 - 1937**  
**(Series of Tsinghua Economic History)**

作者：潘庆中

Author: Qingzhong Pan

ISBN:9787302469339

Publication Date: 2017-7-4

本书对1870-1937年间近代上海6次主要金融危机的发生根源、传导机制、结果及影响进行了历史回顾与实证分析，并对危机过程中行业工会行为与政府作为给予特别的关注，通过研究这段时期的制度变迁，以及在危机前后和危机过程中市场主体和监管者的成败得失，用现代经济学和金融学的视角来回顾、理解并加以分析，认为近代上海的金融危机的根源是当时金融体系的脆弱性和信贷肆意扩张带来的投机炒作，同时货币政策失误、市场监管滞后和苍白无力的救市措施也是近代上海金融危机频发的重要原因。

The book makes a historical review and empirically analysis on the roots, transmission mechanism, consequences and impacts of the six major financial crises in modern Shanghai during 1870 to 1937, with special focus on the industry and government behaviours during the crises. It looks into changes of economic system, successes or failures of the market players and regulators during this period, and discusses these issues from the perspective of modern economics and finance. It concludes the six financial crises in modern Shanghai were caused by vulnerability of the financial system and speculation brought by unrestrained expansion of credit; besides, monetary policy failures, lagging market regulation and feeble bailouts all led to the increased frequency of the crises.





清华社会经济史文集  
A Collection of Social and Economic  
History of Tsinghua University

作者：清华大学中国经济史研究中心

Author : Research Center of Chinese Economic History,  
Tsinghua University

ISBN : 9787302465379

Publication Date: 2017-4-1

清华大学中国经济史研究中心是中国经济史研究的重镇，并在国际学术界有着重要影响。本书汇集了该中心各位教授的精心之作17篇，大致涵盖了四个方面的内容：经济史研究的理论总结与反思，财产交易，产业与贸易，财政与盐政，展示了清华大学在中国经济史研究领域的最高水平。作者包括李伯重、陈争平、张国刚、仲伟民、龙登高、潘庆中和倪玉平等，集合了清华大学在中国经济史研究方面最具代表性和影响力的作者群体。

Research Center of Chinese Economic History, Tsinghua University is a crucial hub for the study of China's economic history with great influence in the international academic community. The book carefully selected 17 articles from professors in the center, mainly covering 4 aspects: theoretical summary and reflection of economic history research, property transactions, industry and trade, and finance and salt sale administration, demonstrating the highest level of Tsinghua University in the field of Chinese economic history. The authors include Bozhong Lil, Zhengping Chen, Guogang Zhang, Weimin Zhong, Denggao Long, Qingzhong Pan and Yuping Ni, and other most representative and influential experts in this field.



## 中国文化企业报告2017 Chinese Culture Enterprises Report 2017

作者：陈少峰、张立波、王建平

Author: Shaofeng Chen, Libo Zhang, Jianping Wang

ISBN: 9787302486015

Publication Date: 2017-12-1

陈少峰：北京大学哲学系教授、博士生导师，北京大学文化产业研究院副院长。

Shaofeng Chen: Professor and Doctoral Supervisor at Philosophy Department of Peking University and Associate Dean of the Institute of Cultural Industry of Peking University.

张立波：博士，中国海洋大学国家文化产业研究中心副教授。

Dr. Libo Zhang: Associate Professor of National Cultural Industry Research Center of Ocean University of China.

《中国文化企业报告》在保持整体风格和体例相对稳定的同时，结合产业格局和企业经营面临实践问题的新变化，对内容框架进行适当调整和完善，力图从产业实践的视角来关注和探讨文化企业的具体发展路径，由此形成更具问题导向且更为充分地反映文化企业发展实际的研究维度。第一，对互联网文化产业发展脉络进行了更为精细的研究。第二，重视对传统文化产业转型升级的基本走向和路径的探讨。第三，进一步加强了与文化企业微观管理密切相关的经营案例研究的比重，从具体而微的角度提供更为丰富的可资借鉴的思路和启示。

With a constant writing style and improved structure, the book China Culture Enterprises Report looks to the new changes in industrial pattern and business operations and tries to focus on and explore the development path of culture enterprises from the perspective of industrial practice, thus forming a more practice-oriented research dimension, which can fully reflect culture enterprises' development realities. First, it studies the development of the Internet culture industry in a more detailed way. Second, it discusses the basic direction and path of upgrading traditional cultural industries. Third, it has increased the proportion of business case studies which are closely related to the micro-management of cultural enterprises, providing more ideas and inspirations from a micro perspective.



## 中国能源金融发展报告（2018） China Energy Finance Development Report (2018)

作者：徐洪峰、王晶

Author: Hongfeng Xu, Jing Wang

ISBN: 9787302494904

Publication Date: 2018-3-1

本报告探讨了能源金融的理论体系构建，分析了2020年前中国能源金融有利的发展背景，系统总结了我国能源金融的发展战略及具体政策，从金融机构和能源企业两方面，并结合具体案例尝试探寻中国能源金融实践的自身特点和规律，最后，对“十三五”期间中国能源金融的发展趋势进行了展望，并提出相应的政策建议。

This report discusses the construction of the theoretical system of energy finance, analyzes the favorable background of China's energy finance before 2020, and systematically summarizes its development strategy and specific policies. It attempts to explore the characteristics and laws of China's energy finance practice by studying China's financial institutions and energy companies and by examining specific cases. At the end of the book, the author outlines a blueprint of China's energy finance during the 13th Five-Year Plan period and proposes recommendations on relevant policy.



## 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: Bin Yang, Jianming Li, Donghong Li

ISBN: 9787302471899

Publication Date: 2017-7-1

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。

The development level of advanced equipment manufacturing industry indicates the comprehensive competitiveness of a country's economy. This book discusses the development of China's advanced equipment manufacturing industry by first introducing the background of this industry around the world. Then it elaborates on the industrial condition in China and compares it with other countries. Based on this analysis, this book demonstrates the comparative advantage of China's advanced manufacturing, and concludes with related enterprises' cases.



## 中国科学技术与工程指标

China Science, Technology and Engineering Indicators

作者：中国科协创新战略研究院

Author: National Academy of Innovation Strategy

ISBN: 9787302490449

Publication Date: 2018-5-1

本书是关于中国的科技创新投入产出、科学技术与工程发展状况的指标分析报告。本书从科技人力资源、科技与工程的高等教育、中小学数学和科学教育、研发（R&D）经费投入等方面，系统、客观地反映了中国科学技术与工程的发展状况、潜力与竞争格局，为制定科技、产业和经济政策提供科学依据。中国科学技术与工程指标充分考虑了指标设置的通用性、可比性，实现重要指标、共性指标国际可比，多渠道、多途径采集中国科学技术与工程指标的基础数据。通过统计分析、抽样调查、大数据挖掘等方式，形成对中国科学技术与工程教育、学术、产业等各方面发展状况的量化评价。

This book is an indicator analysis report on China's scientific and technological innovation input and output, and science, technology and engineering development. This book systematically and objectively reflects the development status, potential and competition pattern of science, technology and engineering in China from the aspects of scientific and technological human resources, scientific and engineering higher education, mathematics and science education in primary and middle schools, and research and development funding. All these indicators provide a scientific basis for the formulation of the policies of science, technology, industry and economy. The setting of these indicators fully considers the issues of generality and comparability so that our important indicators and common indicators become comparable to international ones. Basic data of China's science, technology and engineering indicators was collected through multiple channels. Through statistical analysis, sample survey, and big data mining, this book has made a quantitative evaluation of the development status of the education, research and industry in the areas of science, technology, engineering.



## 新零售：线上+线下+物流 New Retailing: Online + Offline + Logistics

作者：董永春

Author: Yongchun Dong

ISBN: 9787302495154

Publication Date: 2018-4-1

新零售是消费升级的产物，是一种更先进、更人性化的商业文明。在可预见的未来，将没有电子商务这一说，也没有传统零售一说，只有新零售。只有当线上线下和现代物流完美融合在一起，无限逼近消费者的内心需求，为消费者提供高效率、高体验值的服务，才能诞生真正意义上的新零售。新商业时代，传统零售（线下零售和传统电商）如何做精，如何获得新能力、新思维、新方法和新工具，以便更高效地为消费者提供超出其期望值的消费体验和服务，是本书要探讨的核心问题。

The New retailing is a product of upgraded consumption, and it is a kind of more advanced and more human commercial civilization. In the foreseeable future, there will be no e-commerce or traditional retailing, only new retailing. Only when the online and offline and modern logistics are perfectly integrated, infinitely approaching the actual needs of consumers and providing consumers with high-efficiency and high-experience-value services can new retailing be realized. There are two key issues to be discusses in this book: how to is refine traditional retailing (offline retailing and traditional e-commerce) in the new business era and how to acquire new capabilities, new thinking, new methods and new tools, so as to more provide consumers with better experiences and services beyond their expectations.



## 智能改变世界： 你的财富和竞争力将如何被影响 Intelligence Changes the World: How Will Your Wealth and Competitiveness Be Affected?

作者：王建国、吴斌

Author: Jianguo Wang, Bin Wu

ISBN: 9787302502234

Publication Date: 2018-8-1

王建国：工商管理硕士，北京云族佳科技有限公司创业导师。一直从事软件开发和IT管理工作，主持并参与多项科研项目。曾任中国国际电子商务中心常务副主任10余年。

Jianguo Wang: Master of Business Administration, Entrepreneurial Tutor of Beijing Yunzujia Technology Co., Ltd. He specializes in software development and IT management, as well as in hosting and participating in many research projects. He has served as the executive deputy director of China International Electronic Commerce Center for more than 10 years.

我们现在已经进入智能时代。智能时代将会用不同的规则重新创造和分配财富，国家和个人的竞争力也将被重塑。正如蒸汽机定义了工业时代，软件将定义智能时代。本书解析了智能时代财富创造和分配的规则，为增强国家和个人的时代竞争力，呼吁全社会重视软件技术，用全新的教育和工作模式培养新时代的人才。本书特别适合企业管理者、政府机构工作者，以及对技术和未来趋势感兴趣的其他读者。

We have now entered the age of intelligence, in which wealth will be re-created and distributed under different rules, and the competitiveness of states and individuals will also be reshaped. Just as steam engines define the industrial age, software will define the era of intelligence. This book analyzes the rules of wealth creation and distribution in the intelligent era. In order to enhance the competitiveness of a country and individuals, it calls on the whole society to pay attention to software technology and cultivate new talents with new education and work patterns. This book is especially suitable for business managers, government officers, and readers who are interested in technology and future trends.



探寻独角兽——  
解读分享经济创新创业密码  
Searching for Unicorns—  
Interpreting Innovation and  
Entrepreneurship of a Sharing Economy

作者：张孝荣 孙怡 陈晔 等著

Author: Xiaorong Zhang, Yi Sun, Ye Chen et. al.

ISBN: 9787302473909

Publication Date: 2017-6-1

本书全面阐述分享经济对实现新经济的意义以及推进路径，深度解读创新创业密码。本书以翔实的资料分析分享经济风潮在国内超过10个细分领域的行业发展态势，涉及出行分享、住宿分享、二手交易、金融、众包物流、服务、教育、医疗、内容创业等。以深度行业分析和代表企业深度案例的形式，全面剖析各垂直领域的发展情况。无论是传统企业的管理者，还是分享经济领域的新进入者，都能从这本书中有所斩获。

This book illustrates in an all-around manner the significance of a sharing economy to the new economy and how it can be promoted further. It deciphers the mysteries of innovation and secret codes of entrepreneurship. Based on the abundant data, this book analyzed the industrial trends that sharing economy has ushered in more than 10 industry segments, including travel sharing, home sharing, second-hand transaction, finance, logistics, crowd sourcing logistics, education, health care and content entrepreneurship. A comprehensive analysis on the development of various vertical circles was done by in-depth industrial and case analysis. No matter who you are, a manager in traditional industries or a new comer to the sharing economy, this book will offer great benefits.



## 合伙人制度：有效激励而不失控制权

### Partnership: Effective Incentives Without Losing Control

作者：郑指梁、吕永丰

Author: Zhiliang Zheng, Yongfeng Lv

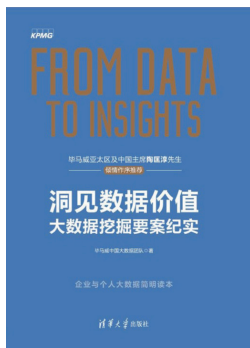
ISBN: 9787302468981

Publication Date: 2018-3-1

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

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





## 洞见数据价值：大数据挖掘要案纪实

### From Data to Insights: Report on Big Data Mining Cases

作者：毕马威中国大数据团队

Author: Big Data Research Team, KPMG

ISBN: 9787302491804

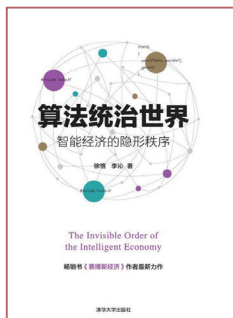
Publication Date: 2018-2-1

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

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

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

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



## 算法统治世界——智能经济的隐形秩序 Algorithm Rules the World-- The Invisible Order of the Intelligent Economy

作者：徐恪、李沁 Author: Ke Xu, Qin Li

ISBN: 9787302488088

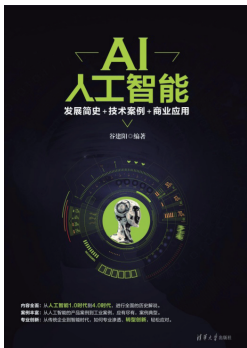
Publication Date: 2017-12-1

徐恪：工学博士，清华大学教授、博士生导师，曾获中国计算机学会青年科学家奖和中创软件人才奖，获得国家技术发明奖二等奖和国家科技进步奖二等奖。

Dr. Ke Xu: Doctor of Engineering, Professor and Doctoral Supervisor of Tsinghua University. He has won the Young Scientist Award of China Computer Society and Zhongchuang Software Talent Award, the second prize of National Technology Invention Award and the second prize of National Science and Technology Progress Award.

今天，互联网已经彻底改变了经济系统的运行方式，经济增长的决定性要素已经从物质资料的增加转变成成为信息的增长。但是，只有“有序”才能使信息具有价值，能够指导我们实现商业的新路径。经济系统的运行纷繁复杂，算法让一切变得有律可循，成为新经济系统里那只“看不见的手”。在这本书中，我们将赛博经济系统从上至下进行梳理，把推荐算法、分配算法、匹配算法、动态定价算法、大数据处理算法、数据交易算法、隐私保护算法和区块链技术及相关算法在新经济组织中的运行做了深入浅出的阐述，从而为读者打开了新经济的现在与未来的大门。本书虽有专业的深度，但也适合一般读者阅读，同时这些创新背后的算法逻辑也将帮助企业更好地规划自己的商业模式和未来战略。

Today, the Internet has completely changed the operation mode of economic system. The key factor of economic growth has shifted from the materials to information. However, only “order” can make information valuable and guide us on the new path of business. Operation mechanism of the economic system is highly complicated, and the algorithm will make everything in order and it has become the “invisible hand” in the new economic system. This book explains the cyber economic system from top to bottom by elaborate on the operation of technology and related algorithms in the new economic organizations in a simple way. It covers recommendation algorithm, allocation algorithm, matching algorithm, dynamic pricing algorithm, big data processing algorithm, data transaction algorithm, and privacy protection algorithm, thus opening the door to the new economy’s present and future. Technical as the algorithm is, the book is suitable for common readers. The algorithm logic behind these innovations will help companies better plan their business models and future strategies.



## AI人工智能： 发展简史+技术案例+商业应用

### Artificial Intelligence: A Brief Development History + Technical Case + Commercial Application

作者：谷建阳 Author: Jianyang Gu

ISBN: 9787302488248

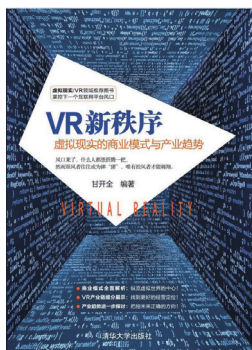
Publication Date: 2018-5-1

谷建阳：计算机科学与工程，人工智能开发工程师。从事AI（人工智能）研究和开发多年，长期钻研机器人、语言识别、图像识别、自然语言处理和专家系统等内容。

Jianyang Gu: Computer Science Engineer, AI Developer. He has been engaged in AI research and development for many years, specialized in robotics, language recognition, image recognition, natural language processing and expert systems.

《AI人工智能：发展简史+技术案例+商业应用》是一本全面揭秘人工智能的发展简史、技术状况、产品案例、盈利模式、营销场景、实战应用的书籍，特别是对人工智能在智能家居、娱乐生活、游戏开发、医学健康、军事演练、工业制造等领域的应用，做了详细的介绍，为传统企业的跨界、转型，提供实战指导。《AI人工智能：发展简史+技术案例+商业应用》通过“知识+案例”两条线索帮助读者全方位、多角度地了解人工智能。纵向知识线系统化介绍人工智能的基本概念、发展阶段、研究价值、市场状况等相关知识。横向案例线详解了20多个领域的70多种智能产品 and 应用，内容涉及智能家居、智能安防、无人驾驶等，同时通过120多个图解、190张图片对不同领域人工智能的应用、产品和特点进行了展示。

The book Artificial Intelligence: A Brief Development History + Technical Case + Commercial Application is comprehensive reading material on AI. It introduces the development history, technical status, product cases, profit models, marketing scenarios, and practical applications of AI. The book particularly elaborates on the application of AI to smart home, entertainment, game development, medical health, military drills, industrial manufacturing, etc., providing practical guidance for the spin-off and transformation of traditional enterprises. This book helps readers understand artificial intelligence from all perspectives through two clues, knowledge and cases. The vertical line systematically introduces AI's basic concepts, development stages, research values, market conditions and other related knowledge. The horizontal line explains more than 70 kinds of intelligent products and applications in more than 20 fields, including smart home, smart security, unmanned driving, etc. This book also demonstrates the application of AI in different fields and products with more than 120 diagrams and 190 pictures.



## VR新秩序： 虚拟现实的商业模式与产业趋势

**The New Order of VR:  
The Business Model and Industry Trends  
of Virtual Reality**

作者：甘开全

Author: Kaiquan Gan

ISBN: 9787302476764

Publication Date: 2017-12-1

甘开全，知名畅销书作家、资深图书策划人，先后任职于广西师范大学出版社、南方日报出版社。

Kaiquan Gan: a well-known bestselling author and senior book planner. He used to work in Guangxi Normal University Press and Nanfang Daily Press.

本书从资本推手、VR产业链、VR的商业模式、VR沉浸式体验、VR变现和VR未来趋势等6个方面，多层次解读了虚拟现实VR产业的起源、发展、分化蝶变和未来创新的轨迹，给广大VR厂商、VR创业者、VR爱好者、科幻粉丝和广大读者观众呈现丰富多彩、光怪陆离的VR世界。本书集中探讨了VR产业链的三大环节、六大商业模式和六大未来趋势。

This book interprets the origin, development, differentiation and future innovation of virtual reality (VR) industry from six aspects: capital promoter, VR industry chain, VR business model, VR immersive experience, VR realization and VR future trend. The book presents a colorful and whimsical VR world to readers, especially for VR producers, VR entrepreneurs, VR enthusiasts, sci-fi fan, etc. The author proposes three major links of the VR industry chain, six business models and six future trends in this book.



## 一本书读懂虚拟现实 Understand Virtual Reality

作者：刘向东

Author: Xiangdong Liu

ISBN: 9787302468660

Publication Date: 2017-6-1

刘向东：虚拟现实工程师，对于虚拟现实的各项技术有深度研究。同时也是虚拟现实运营专家。

Xiangdong Liu : a virtual reality engineer who has conducted in-depth research on various technologies of virtual reality. He is also an expert in virtual reality operations.

本书是一本全面揭秘虚拟现实的专著，从两条线帮助读者从入门到精通虚拟现实。一条是横向案例线，通过医疗健康、娱乐游戏、城市建设等8个行业领域的虚拟现实技术发展水平和实际应用情况，透析每个行业领域的重大应用。另一条是纵向线，通过全面了解，把握虚拟现实的精华知识，包括虚拟现实技术、AR技术、企业布局等，帮助用户全面了解虚拟现实的相关内容。全书所有内容零基础、全图解，通过8个虚拟现实APP介绍+8个行业分析及案例展示+11个企业VR领域布局+11个出色VR产品介绍+18个营销案例分析+190多张超清晰的图片+230多个通俗易懂的图解，深度剖析虚拟现实的精华。

This book comprehensively reveals the secret of virtual reality. It helps readers understand virtual reality from two lines, through which the content progresses from beginning level to master level. The horizontal line revolves on case studies, which analyzes the development levels and major applications of virtual reality in eight industry sectors, such as medical health, entertainment games and urban construction, etc. The vertical will help readers comprehensively grasp the essence of virtual reality knowledge, including virtual reality technology, AR technology, enterprise layout, etc. The contents of the book are fully illustrated, requiring little background knowledge from readers. This book elaborates on the essence of virtual reality with 8 Apps, 8 industry analysis reports and cases, 11 enterprise layouts, 11 excellent product introduction, 18 marketing cases, 190 more super-definition pictures, and 230 easy-to-understand illustrations.



## 从零开始学区块链 Learning Block Chain from Scratch

作者：黄振东

Author: Zhendong Huang

ISBN: 9787302466703

Publication Date: 2017-5-1

黄振东：经济管理硕士，担任某上市公司海外投资总监，长期关注商业与投资领域的全球发展趋势。

Zhendong Huang: Master of Economics Management, the Director of Overseas Investment Department of a listed company. He is specialized in the global development trend of business and investment.

本书紧密结合社会发展的最新前沿科技，介绍了金融科技领域颠覆性的应用技术——区块链技术的发展历程和现状，重点介绍了掩藏在区块链神秘面纱之下的技术原理和一些重要的基础性技术模块，引领读者深入区块链成熟应用比特币的运作流程；同时对区块链的技术原理做了进一步的探究，使读者对于区块链的运行流程、数据解读等有所了解。此外，本书还介绍了区块链在金融行业的两大重量级应用：R3 CEV联盟、超级账本项目。在金融行业之外，重点介绍了以智能合约为主要特色的全球性应用——以太坊网络，以及在以太坊基础上开发的红极一时却又“黯然退隐”的The DAO项目。

This book closely follows the latest cutting-edge technology and introduces the history and status quo of block chain, the game-changing technology in the financial field. This book unveils the mystery of block chain by focusing on the technical principles and some basic technical modules, and expounds the operation process of the bitcoin, a mature application of block chain technology. This book further explores the technical principles of the block chain to help readers understand its operation and data interpretation process. In addition, the book introduces two major applications of the block chain in the financial industry: the R3 CEV Alliance and the Super Ledger Project. Except for the financial industry, it also discusses a global application of smart contracts – the Ethereum network, and the Ethereum-based DAO project, a project that was popular at one time but “expired suddenly”.



## 区块链实战 Block Chain Practice

作者：吴为

Author: Wei Wu

ISBN:9787302475897

Publication Date: 2017-9-1

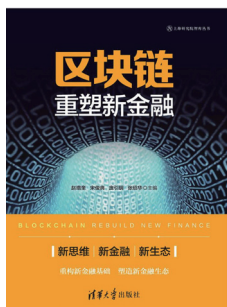
吴为，北京零壹社互联网技术研究院高级研究员、北京邮电大学智慧城乡研究中心特聘研究员。

Wei Wu: Senior Researcher at Beijing Institute of Internet Technology, and Distinguished Researcher at the Center for Smart Urban and Rural Studies of Beijing University of Posts and Telecommunications.

本书全景式地描述了互联网前沿技术——区块链，分别从区块链的起源、区块链在全球各个国家的发展现状、区块链的四大核心技术、基于区块链底层技术的数字货币发展现状等角度进行描述。另外，为了更好地理解区块链，本书讲述了区块链在数字货币领域、金融领域、物联网领域、大数据领域、医疗领域、教育领域、公证领域等七个领域的应用。

From a panoramic view, this book describes block chain, the Internet frontier technology, mainly from the following perspectives: the origin, the development status in different countries, the four core technologies, and the underlying technologies of block chain. In addition, to help readers better understand the block chain, this book discusses the application of block chain in seven fields, namely digital currency, finance, internet of things, big data, medical, education, and notary service.





## 区块链：重塑新金融 Block Chain: Reshape New Finance

作者：赵增奎、宋俊典、庞引明、张绍华

Author: Zengkui Zhao, Jundian Song, Yinming Pang,

Shaohua Zhang

ISBN: 9787302467519

Publication Date: 2017-5-1

本书全面系统地阐述了互联网金融与区块链技术的发展现状和逻辑内涵，创造性地提出了区块链技术可以从技术层面上解决互联网金融当前遇到的难题，根据区块链技术的特点和互联网金融的业务模式，探索区块链技术实现数字货币、网络支付、股权众筹、网络征信的全新业务模式。

This book comprehensively and systematically expounds the development status and logical connotation of Internet finance and block chain technology, and creatively proposes that block chain technology can solve the current problems encountered by Internet finance on the technical level. In addition, based on the characteristics of block chain technology, it explores new business models of Internet finance, such as digital currency, online payment, equity crowd funding, and network credit reporting, etc.



## 中国对外贸易（第3版） China's Foreign Trade (3<sup>rd</sup> Edition)

作者：徐复

Author: Fu Xu

ISBN: 9787302491248

Publication Date: 2018-5-1

本书全面介绍改革开放40年来中国对外贸易的基本理论、基本政策、基本实践和基本知识。重点介绍了中国政府在经济领域的治国理政的新思想、新理念和新战略，我国在对外贸易领域如何由一个贸易大国向贸易强国转化。本书特别结合中国加入WTO时的各项政策承诺，在货物贸易、服务贸易、技术贸易和国际资本移动等方面，把中国对外贸易发展方式由传统的高速度逐步向高质量和高效益转化。

This book comprehensively introduces the basic theories, policies, and practices basic knowledge of China's foreign trade over the past 40 years of reform and opening up. It introduces the new ideas, concepts and strategies of the Chinese government in the economic field and focuses on China's transformation from a large trading country to a major trading power. By considering various policy commitments upon China's accession to the WTO, this book investigates how China's foreign trade development mode transforms from traditional high speed to high quality and high efficiency in terms of trade of goods, services, technology and international capital mobilization.





## 创新秩序重构： 未来30年世界与中国大变局

### Restruction of Innovation Order: Great Changes of China and the World in the Next 30 Years

作者：吴家喜

Author: Jiaxi Wu

ISBN: 9787302491576

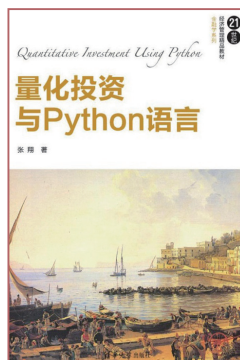
Publication Date: 2018-4-1

吴家喜：管理学博士，曾任北大商业评论、中国科技资源导刊执行副主编，长期从事创新创业战略与政策研究。

Jiaxi Wu: Doctor of Management. He is former deputy editor-in-chief of PKU Business Review and China Science & Technology Resources Review, committed in studies of innovation and entrepreneurship strategy and national policy.

未来30年，人类将迎来创新黄金时代，创新秩序将成为世界秩序新主线。中国必将实现创新崛起，阔步迈向世界创新舞台中央，与各国共享全球创新红利。本书以创新视角解读世界秩序，探寻秩序重构的三股力量，洞察创新宏、微观秩序的演化趋势，提出创新秩序2.0的变革方向，倡导创新共同体理念，前瞻创新型世界的宏伟愿景，指出新大航海时代政府、企业、个人的创新发展之道。

In the next 30 years, mankind will usher in a golden era of innovation, when innovation order will become the main force of the world order. China is bound to rise with innovation, leads the global trend and shares the dividends of innovation with the world. This book intends to interpret the world order from the perspective of innovation. By exploring the three forces behind the reconstruction of order and observing the trend of macro and micro-innovation order, this book identifies the direction of innovation order 2.0 and advocates innovating the idea of a common community. It outlines a grand vision for a world of innovation and points out the way of innovative development for the governments, enterprises and individuals in the New Age of Discovery.



## 量化投资与Python语言 (世纪经济管理精品教材·金融学系列)

**Quantitative Investment Using Python**  
(Century Economic Management Excellent  
Textbook • Finance Series)

作者: 张翔

Author: Xiang Zhang

ISBN: 9787302489566

Publication Date: 2018-6-1

Python是当前金融行业的主流编程语言, 金融机构特别是量化投资领域大量使用Python进行数据分析以及投资策略测试、实盘交易等。财经类院校基本上没有开设Python编程这门课, 主要还是Excel、R等。本书主要包括三部分: 介绍金融领域内的前沿科技, 主要是大数据、云计算、人工智能等; 二是Python数据分析篇, 主要介绍Python编程基础, Pandas数据分析以及网络爬虫; 三是量化投资篇, 主要包括量化投资常见策略, 当前国内量化投资平台简介, 平台策略开发案例分析等。

Python is a mainstream programming language in current financial industry. In Financial institutions, especially in the field of quantitative investment, Python is widely used for data analysis, investment strategy testing, and real-time trading. Few financial and economic colleges have the Python programming course, whereas most of them only teach Excel or R. This book mainly consists of three parts: firstly, the introduction of cutting-edge technology in the financial field, such as big data, cloud computing, artificial intelligence, etc.; secondly, the data analysis with Python, focusing on Python programming foundation, Pandas data analysis and web crawler; thirdly, quantification investment, mainly introducing common strategies, current domestic platform, and case studies of platform strategy development.



## 中国四十年社会变迁 1978-2018: Four Decades of Social Changes in China

作者：毕竞悦

Author: Jingyue Bi

ISBN: 9787302491651

Publication Date: 2018-4-1

毕竞悦：法学与管理学交叉学科博士。曾任《改革内参》执行主编、图书策划人。现为神华研究院战略所研究员，高级经济师。

Jingyue Bi: Doctor of Laws and Management. Former executive editor-in-chief and a book planner of Internal Journal of Economic Reforms. He is now a researcher and senior economist in the Shenhua Research Institute of Strategic Studies.

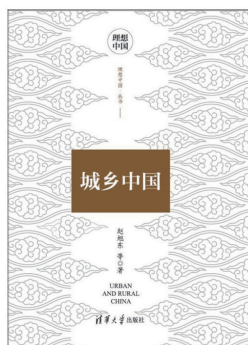
中国改革开放四十年来，社会生活发生了巨大变化，实现了从乡土中国向城镇中国、从农业社会向工商社会的转型。本书的叙述有两个角度：一是从宏观角度分析了四十年来中国几个重要方面的社会变迁；二是从热门事件入手，反映四十年来中国的社会生活变迁。全书试图展示一幅中国四十年来的社会变迁全景图并分析发生变迁的原因，并对未来进行了展望。

Over the 40 years of reform and opening up, China has seen tremendous changes in social lives and realized the transition from a rural country to the urban one, and from an agricultural society to the industrial and commercial society. The book depicts these changes from two perspectives: one is to analyze several key aspects of social changes at the macro level; the other is to explore hotspot issues during this period. The book attempts to present a panorama of the transition of China's society over the past 40 years, analyze the reasons behind and look to the future.

理想中国丛书  
Ideal China Book Series

经过三十多年的快速发展,中国现实社会正处于发展模式转变的新阶段。在此关键时期,本丛书试图以科学方法反思历史,分析现状,提出对未来中国社会的理想建构。本丛书以有中国特色的公正发展为主旨,汇集各个学科资深学者的集体智慧,从多个方面共同描绘理想中国的宏伟蓝图。

Over 30 years of rapid development, China is at the new phase of shifting the development model. At this crucial period, the series attempts to reflect on history in a scientific way, analyze the status quo, and propose an ideal concept of China in the future. This series focuses on the equitable development with Chinese characteristics and pools the wisdom of senior scholars from various disciplines to depict a grand blueprint of the ideal China in various aspects.

城乡中国  
Urban and Rural China

作者: 赵旭东 等

Author: Xudong Zhao, et al.

ISBN: 9787302498902

Publication Date: 2018-6-1

深入探究城乡关系视野下的理想中国

Delve into the ideal China from the perspective of urban-rural relations

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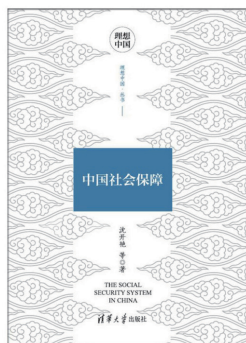
Xudong Zhao: Director of the Institute of Anthropology at Renmin University, professor and doctoral supervisor at School of Sociology and Population Studies. He is guided by professor Xiaotong Fei and obtained his doctoral degree at Peking University in 1998.

此书是中国人民大学人类学研究所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 of the Institute of Anthropology at Renmin University. 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.



## 中国社会保障 The Social Security System in China

作者：沈开艳 等

Author: Kaiyan Shen

ISBN: 9787302471776

Publication Date: 2018-1-1

沈开艳：上海社会科学院经济研究所所长、研究员。曾主持国家及上海市社科基金、决策展现项目十余项，发表经济学论文近百篇。

Kaiyan Shen: Deputy director and researcher of the Institute of Economics of Shanghai Academy of Social Sciences (SASS). She was responsible for over 10 projects on social security fund and decision-making process in Shanghai. She has published nearly 100 papers on economics.

《中国社会保障》通过纵向和横向两个维度对中国社会保障的分析，提出理想中国所应该有的社会保障蓝图。从横向讲，本书对中国社会保障所涉及的最主要六个方面：养老保险、养老保险和服务保障、失业保险、城镇住房保障、社会福利、社会救助一一作了介绍、分析和描绘。从纵向讲，本书遵循过去、现在、将来的历史演绎逻辑，对中国改革开放前的社会保障的各方面、改革开放至今社会保障的各项内容都作了详细介绍和评述，接着通过对中国社会未来发展趋势的判断，提出了未来中国理想的社会保障体制所应该具备的特质，绘就了社会保障的“中国梦”。

The book proposes a grand blueprint for social security system in China by analyzing the China's social security synchronically and diachronically. Synchronically, this book introduces, analyzes and depicts the six most important components of the system: pension insurance, pension insurance and service security, unemployment insurance, urban housing security, social welfare, and social assistance. Diachronically, the book looks into the past, present and future, and elaborates on various aspects of the system before and after the reform and opening up. Based on its judgment of China's future development, the book proposes some characteristics an ideal social security system in China should possess, and thus weaves a "Chinese dream" for the system.



## 中等收入陷阱：基于经济转型与社会治理的理解

### Middle-Income Trap: An Analysis Based on Economic Transformations and Social Governance

作者：郑之杰 Author: Zhijie Zheng

ISBN: 9787302494133

Publication Date: 2018-3-1

约翰·桑顿、厉以宁联合作序推荐，从经济转型和社会治理两方面研究中国发展问题。

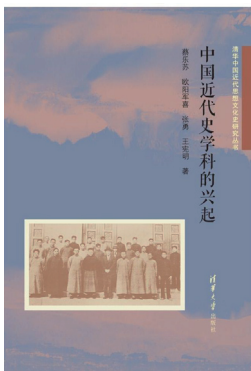
Recommended and introduced by John Thornton and Yining Li, this book discusses China's development from the perspectives of economic transformations and social governance.

郑之杰：经济学博士、教授，现任国家开发银行董事长、行长。

Zhijie Zhao: a doctor and professor of economics. He's now the chairman and president of China Development Bank (CDB).

自改革开放以来，我国经济经历了近40年的高速增长，但近年来经济增速明显放缓。本书一方面从经济表象和经济学角度分析中等收入阶段经济增长方式及转变的特征，另一方面以社会学视角分析中等收入阶段社会结构和体制的变化与转型特征，最后综合分析得出了本书的论断：中等收入陷阱的实质是一国在中等收入阶段经济增长面临“双重挤压”，同时原有的社会结构与体制不适应新的社会发展阶段，从而引发的经济滞涨或衰退、社会矛盾加剧的现象，即经济转型与社会转型的双重困境。这一判断对于认识当前中国发展中遇到的问题非常有价值。

Since the reform and opening up, China's economy has experienced rapid growth of nearly 40 years. However, the growth has slowed down dramatically in recent years. This book, on the one hand, analyzes the pattern of economic growth and the characteristics of transformation in the middle-income stage based on economic phenomena and theories; on the other hand, it interprets changes of social structure and system and their the characteristics from the perspective of sociology. Through the comprehensive analysis, a conclusion is drawn: the essence of the middle-income trap is a "double squeeze" a country faces in terms of its economic growth. The original social structure and system unsuitable for the new development stage will lead to economic stagnation or recession and increased social conflicts, which is a dilemma of both economic and social transformation. This conclusion is of great value for understanding the problems in China's current development.



## 中国近代史学科的兴起 (清华中国近代思想文化史研究丛书)

### Rise of the Discipline of China's Modern History (Tsinghua's Research Series on Chinese Modern Ideological and Cultural History)

作者：蔡乐苏、欧阳军喜、张勇、王宪明

Author: Lesu Cai, Junxi Ouyang, Yong Zhang,  
Xianming Wang

ISBN: 9787302500216

Publication Date: 2018-6-1

蔡乐苏：博士生导师，曾任清华大学历史系副主任。

Lesu Cai: He is a doctoral supervisor and former deputy director of Tsinghua University.

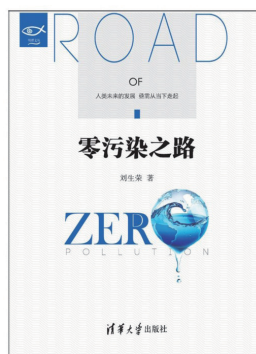
欧阳军喜：历史学博士，清华大学马克思主义学院教授、博士生导师。

Junxi Ouyang: He is a doctor of history, professor and doctoral supervisor of School of Marxism in Tsinghua University.

本书在系统研读中外文献资料的基础上，对中国近代史学科形成和发展初期的历史进行了较为系统的研究，既有对中国近代史学科发展初期历史进程的整体性考察，也有对中国近代史学科发展过程中的重要期刊和近代史专家的具体案例分析，是学术界对中国近代史学科形成和发展初期历史进行探究的一部有独到之见的学术专著，有助于读者了解中国近代史学科形成和发展初期的整体面貌。

Based on a review of Chinese and foreign documentation, the book systematically studies the formation and development of the discipline of Chinese modern history. The book incorporates not only a comprehensive investigation into the discipline at its initial development stage, but also case studies of important periodicals and experts in modern history during the development of the discipline. The book serves as an insightful monograph that explores the history of the discipline from its formation to the initial stage, providing readers with a whole picture of its development at the early stage.





## 零污染之路（明理文丛）

### Road of Zero Pollution (Mingli Collection)

作者：刘生荣

Author: Shengrong Liu

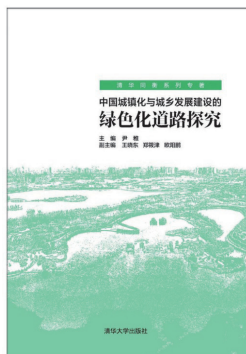
ISBN: 9787302484752

Publication Date: 2017-10-1

全世界每个国家、每个民族、每个家庭与每个人，都有义务消除污染，维护这颗蓝色星球的纯净与安宁，这是人类的共同利益。本书鉴于当前世界污染的历史与现状，首次提出了“零污染”的概念，论证了其与全人类利益的一致性和必要性，立足于现有的科学技术、经济能力和政治人文环境，论证了实现零污染的可行性，规划了实现零污染的路线图。力求用简明通俗的语言阐述多种类跨学科的科学问题，以期为众多的读者了解和达到共识。

It is the common interest of mankind that every country, nation, family and individual in the world has the obligation to eliminate pollution and safeguard the purity and tranquility of this blue planet. Given the past and present of world pollution, the book proposes the concept of “zero pollution” and demonstrates its consistency and necessity with the interests of all mankind. In addition, based on current science and technology, economic capabilities, and political and cultural environment, the book proves that it is feasible to realize zero pollution, and lays out a roadmap for this purpose. The book intends to elaborate on interdisciplinary scientific issues in simple and clear language to convey the ideas to readers.





## 中国城镇化与城乡发展建设的绿色化道路探究（清华同衡系列专著）

### A Green Road to Urbanization and Urban-Rural Development in China (Tsinghua Tongheng Series)

作者：尹稚、王晓东、郑筱津、欧阳鹏

Author: Zhi Yin, Xiaodong Wang, Xiaojin Zheng,  
Peng Ouyang

ISBN: 9787302486121

Publication Date: 2018-3-1

绿色化发展已成为国际共识和时代潮流，也是当代中国推进生态文明建设的重要理念和路径。本书针对中国城乡开发建设、运行与自然生态资源环境之间的核心冲突和关键矛盾，结合国际发展趋势和案例经验，研究提出中国城镇化与城乡发展建设绿色化的理念、目标、路径、行动引导、技术体系和政策支撑保障，形成系统集成性解决方案，旨在指导推动我国绿色城镇化与城乡发展建设的改革创新实践，促进我国城镇化与城乡发展建设绿色永续发展。

Green development has become an international consensus and a major trend of our times. It is also a significant concept and a path to facilitate ecological civilization in contemporary China. The book focuses on the core conflicts and key issues between urban-rural development, its implementation and natural resources and ecological environment, looks into the international development trends and common practices, and proposes the concept, objective, path, guidance, technical system and policy support for green urbanization and urban-rural development in China. It puts forward a systematic and integrated solution, aiming to guide reform and innovation practices in this field and to drive the sustainable development of urbanization and urban-rural development.



## 供给侧改革：消费者的新价值主张

### Supply-Side Reforms: The New Proposition of Consumption Values

作者：陈根

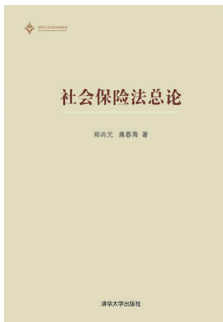
Author: Gen Chen

ISBN: 9787302472353

Publication Date: 2017-8-1

本书从供给侧与消费两个方面诠释了当前国家力主推进的供给侧改革对国民经济的刺激作用，重点阐述了供给侧改革背景下消费者的新价值主张。第 1 篇辩证地分析了新常态下，新消费模式的变革与创新，并针对当前的热门话题“互联网+”与“工业 4.0”对当前我国经济的促进作用进行了分析。第 2 篇从多个方面阐释新常态下消费价值的确立，涉及产品的设计价值、产品对消费者行为的影响、消费心理的剖析等。第 3 篇从用户需求与新消费模式进一步介绍消费的新价值主张，涉及用户需求的发掘、顾客驱动型产品营销战略等。第 4 篇以案例的形式介绍消费者价值新主张下的设计新风尚。

This book explains the stimulating effect of the current supply-side reforms on the national economy from the supply side and the consumption side, and focuses on the new proposition of consumption values in the context of supply-side reform. The first section dialectically analyzes the changes and innovations of the new consumption pattern under the new normal, and analyzes the current hot phenomenon's enhancement to China's economy, such as "Internet +" and "Industry 4.0". The second section explains the establishment of consumption value under the new normal from various aspects, including the design value of products, the influence of products on consumer behavior, and the analysis of consumer psychology. The third section further introduces the proposition of new value proposition based on customer needs and new consumption patterns, covering the exploration of customer needs and marketing strategies of customer-driven product. The fourth section introduces the new design trend under the new concept of consumption value through case studies.



## 社会保险法总论 General Principles of Social Insurance Law

作者：郑尚元、扈春海

Author: Shangyuan Zheng, Chunhai Hu

ISBN: 9787302482963

Publication Date: 2018-1-1

《社会保险法总论》是作者针对我国社会保险的现状，（社会保险制度建构多年，但其法制化程度仍然较低，理论研究也非常薄弱）精心撰写完成。可以讲，这是一部国内社会保险法领域基础性研究的开山之作，对于科研、教学能够起到奠基作用，能够成为学界和实务界的重要读物。

The book *General Principles of Social Insurance Law* is a result of the author's meticulous research based on the current situation of social insurance in China (the social insurance system has been established for many years, but its legalization level is still low, and theoretical research is very weak). This is a pioneering work contributed to the basic research of the domestic social insurance law. It can serve as the foundation for scientific research and teaching in this area, and is an important reference book for relevant academia and practice circle.



## 文人法学（增订版） Literati Jurisprudence

作者：林来梵

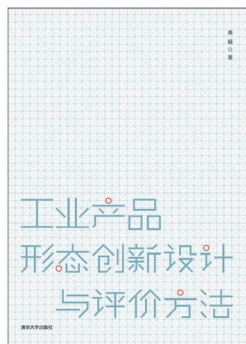
Author: Laifan Lin

ISBN: 9787302477044

Publication Date: 2017-7-1

法学本身就是一门容易在自己的专业内部产生叛逆的学问。当今中国法学中就存在着一种特别的品流：它游移于纯正的“法学”与“人文”的思考之间，既倡言现代法治的精义，又寄托传统文人的情怀，堪称“文人法学”。本书就辑录了清华大学林来梵教授多年来所撰写的一系列颇具这种风味的文章，均为其学术随笔中的精选之作。其第一版问世之后，即受到关注与好评。现添补了作者近年来的数篇新文，内容上更为充实饱满。

The law itself is a study that is prone to nurturing rebellion within its own academic circle. There is a special school of thinking in today's Chinese jurisprudence, which swings between pure "legal" and "humanistic" thinking. It advocates the essence of the modern rule of law and the sentiments of traditional literati. This book is a collection of excellent academic essays with such thinking, written by Professor Laifan Lin of Tsinghua University. Its first edition has received much attention and praise. The present edition is added with several new articles by the author in recent years.



## 工业产品形态创新设计与评价方法

### Innovative Design and Evaluation Method of Industrial Product Morphology

作者：高瞩 Author: Zhu Gao

ISBN: 9787302494881

Publication Date: 2018-3-1

本书提出产品形态原型和形态“传承度”的思想，通过对产品形态风格的描述与分析，建立形态原型的参数与产品形态风格的关系，构建了工业产品形态创新设计与评价的理论和方法，对工业产品的形态创新、分析评价及指导企业的设计实践具有重要的理论和实际意义。

This book puts forward the idea of product morphology prototype and "inheritance degree" of morphology. Through the description and analysis of product morphological style, this book establishes a connection between the parameters of morphology prototype and the morphology style, thus forming a theory and method of innovative design and evaluation of industrial products. The theory is of great theoretical and practical significance for morphology innovation, analysis, evaluation and practical design of industrial products.

利用产品照片反求其形态3D模型，以形态分体的最适包围盒为单元，基于拓扑关系构建形态原型；

提出基于产品形态原型的递进式形态语义获取方法，以及形态的风格空间和玫瑰图，面向风格的产品形态创新设计框架及软件开发思路；

基于遗传算法对产品形态设计方案进行风格定位，构建了基于风格要求的产品形态创新设计方法。

基于产品形态“传承度”，建立基于形态传承的设计评价方法及工业产品形态设计与评价（FD&A）软件原型系统。

It uses the product photo to deduct its morphological 3D model, and uses the optimal bounding box of morphological split as the unit to construct the morphological prototype based on the topological relationship;

It proposes a style-oriented product morphology innovation design framework and software development idea. It focuses on progressive semantics acquisition method based on product prototype and borrows the idea of space style and rose diagram;

It positions the style of product morphology design based on genetic algorithm, and establishes the innovative product design method based on style requirements.

According to the "inheritance degree" of product morphology, it establishes a design evaluation method based on morphological inheritance and a software prototype system for industrial product morphology design and evaluation (FD&A).



## 中国知识产权管理系统协同发展研究

Research on Intellectual Property  
Management System- Synergetic  
Development of China

作者：杨早立 陈伟

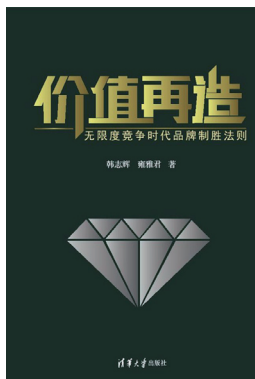
Author: Zaoli Yang, Wei Chen

ISBN: 9787302491156

Publication Date: 2018-2-1

本书在全面梳理和综述国内外关于知识产权管理的研究基础上，阐述中国知识产权发展现状，引入系统论，界定了知识产权管理系统内涵，建立了知识产权管理系统协同发展的概念模型，运用协同演变模型分析了知识产权管理系统整体协同发展机理。同时分析了主体基础行为，从驱动机制、耦合互动机制和演进机制三个方面分析了知识产权管理系统协同发展过程机制。从静态和动态变化视角对中国整体、省级区域知识产权管理系统协同发展进行了全面测度。基于此，提出保障中国知识产权管理系统协同发展的对策。

Based on a comprehensive review of domestic and international research on intellectual property management, this book describes the status quo of China's intellectual property development. By introducing system theory, this book defines the connotation of intellectual property management system, establishes a conceptual model, and analyzes the coordinated development of intellectual property management system. At the same time, it analyzes the basic behavior of the subject, and analyzes the process mechanism of collaborative development of intellectual property management system from three aspects: driving mechanism, coupling interaction mechanism and evolution mechanism. From the perspective of static and dynamic changes, this book comprehensively assesses the development of China's overall and provincial-level regional intellectual property management systems. Based on these analysis, this book proposes measures to guarantee the coordinated development of China's intellectual property management system.



## 价值再造： 无限度竞争时代品牌制胜法则

## Value Regeneration: The Winning Law for Brands in the Era of Unlimited Competition

作者：韩志辉、雍雅君

Author: Zhihui Han, Yajun Yong

ISBN: 9787302484349

Publication Date: 2017-10-1

韩志辉：著名营销实战专家，管理科学与工程博士，互联网（大数据方向）博士后，农业部农产品加工业专家委员会专家委员。

Dr. Zhihui Han: a renowned expert in marketing practice with a Doctoral Degree of Management Science and Engineering and a Postdoctoral Degree of Internet (Big Data Direction), and a member of the Expert Committee of the Agricultural Product Processing Industry in the Ministry of Agriculture.

互联网时代的平台化、数字化、跨界融合与开放生态，让市场进入了前所未有的无限度竞争时代。如何找到变化背后的本质和规律？本书提出了具有理论指导性和实战操作性的“双定位模式”，从属类定位和价值定位两个角度连接供给侧和需求侧。指导企业进行价值再造，用颠覆性的属类帮助企业突破现有的行业竞争框架，开拓全新的广阔市场。“双定位”战略的实践兼顾竞争导向和需求导向属类定位的核心是建立差异化、可保护壁垒的竞争优势。企业的创新活动通过全新的品类或独特概念的属类建立差异化竞争优势，从而为消费者提供独特的价值。属类定位所表达的“你是什么”，包含了基于竞争格局、企业优势和消费需求的差异化属性，兼顾竞争导向和需求导向。在考虑了竞争格局和消费价值的同时，还有更为重要的方面，就是企业长期积累的优势！在《价值再造》一书中，称之为企业的“内能量”！只有从企业长期积累的优势出发，兼顾竞争和需求价值的定位，才能够具有真正的市场竞争力！

The market has entered an era of unprecedented competition with the advent of platformization, digitalization, cross-border integration and open ecology. How to find the nature and laws behind the changes? This book proposes a "dual positioning mode", which connects supply side and demand side from the perspectives of subordinate positioning and value positioning, providing both theoretical support and practical guidance. This book provides the guidance for enterprises' value regeneration and uses unconventional category to help enterprises break through the existing industry competition framework and open up new and broader markets. The practice of "dual positioning" strategy is both competition-oriented and



demand-oriented. The key for category positioning is to establish a competitive advantage that differentiates and protects barriers. The company's innovative activities provide differentiated competitive advantages through new categories or categories of unique concepts, thus providing consumers with unique value. The category positioning strategy focuses on the question of "who are you", which includes the differentiated attributes based on the competitive pattern, corporate advantages and consumer demand, and takes into account the competition orientation and demand orientation. In addition to the competitive pattern and consumption value, a more important issue to be considered is the long-term accumulation of enterprises' advantages, which is referred as "internal energy" in this book. Only by accumulating enterprises' advantages for a long time and taking into account the positioning of competition and demand value can we acquire real market competitiveness!



### 基于企业集群技术创新的知识共享机制研究

### Research on Knowledge-sharing Mechanism Based on the Technological Innovation in Enterprise Cluster

作者：王凤莲

Author: Fenglian Wang

ISBN: 9787302472902

Publication Date: 2017-5-1

本书以企业集群技术创新过程中所存在的技术创新失灵的问题为出发点，运用混沌理论探索技术创新对企业集群产量市场稳定性的影响机理，证明技术创新对集群发展的重要作用，引出维持企业集群技术创新动力的必要性。本书应用博弈理论挖掘了技术创新失灵的根源，并针对性地设计了治理失灵的知识共享机制的数理框架。最后从提升技术创新能力、降低知识共享成本、运用政府补偿等角度建立了一套知识共享机制。

This book centers on failures to innovate technologically in enterprise clusters and applies the chaos theory to explore how technology innovations affect the production of enterprise clusters, to verify its importance and essential role on cluster development. The later chapters use the game theory to interpret this problem and design a mathematical model for knowledge-sharing to address it. The author also suggests how to build a knowledge-sharing mechanism from a number of perspectives, such as improving the technological innovation level, lowering costs, utilizing public subsidies and etc.





## 新形势下中国投入产出核算的变革与实践

## The Reform and Practice of China's Input-Output Accounting in the New Situation

作者：王勇

Author: Yong Wang

ISBN: 9787302480044

Publication Date: 2017-12-1

本书主要研究了新形势下中国投入产出核算的变革理论，为新形势下中国现实问题的多维度研究提供基于投入产出分析的研究方法与研究参考。本书的主要内容包含两大部分：第一，在系统梳理中国投入产出核算及中国国民经济核算体系的发展历程基础上，结合大数据和SNA（2008）研究了中国投入产出核算的未来发展，重点就中国引入供给使用核算进行了理论分析，并从统计方法调整角度对中国进口竞争型投入产出表的应用进行改进；第二，选取目前中国面临比较突出的现实问题，基于投入产出技术从产业关联、区域影响、对外贸易、资源消耗、环境评估、产业效率六个方面进行了系统分析。本书既可以作为投入产出核算领域的研究参考，也可以作为统计部门的参考读物。

This book mainly studies the reform theory of China's input-output accounting under the new situation, and provides research methods and references for the multi-dimensional research of China's real problems based on input-output analysis. The main content of this book consists of two parts. In the first part, this book predicts the future of China's input-output accounting development by systematically reviewing China's input-output accounting and the development of China's national economic accounting system and by referring to big data and SNA (2008). It gives special attention to the theoretical analysis of China's import and supply and proposes suggestions on improving China's import competitive input-output table from a statistical perspective. In the second part, this book selects some realistic and prominent problems in China today, and analyzes them from six aspects: industrial linkage, regional impact, foreign trade, resource consumption, environmental assessment and industrial efficiency. This book can be used as a reference book for research in the field of input-output accounting, especially for statistical department.





## 转型时期中国科技政策资源优化配置研究

### Research on Resource Allocation of China's Science and Technology Policy

作者：杜宝贵

Author: Baogui Du

ISBN: 9787302494485

Publication Date: 2018-4-1

《转型时期中国科技政策资源优化配置研究》基于外部性理论，运用文本挖掘、案例分析、规范研究等方法，对转型时期我国科技政策资源的优化配置做了描述性与规范性研究：一是阐述了转型期视角下科技政策资源优化配置的基本理论问题；二是探讨了科技政策资源配置与科技政策研究机构发展；三是探讨了我国科技政策资源配置的历史脉络与宏观制度供给；四是以特定区域和相关领域科技政策资源的配置为研究案例，分析了科技政策资源配置的特点及影响科技政策资源配置成效的主要问题，并在此基础上，初步提出了优化我国科技政策资源配置的基本思路。

Based on the externality theory, this paper uses text mining, case studies, normative research and other methods to make a descriptive and normative research on the optimal allocation of China's science and technology policy resources during the transition period. Firstly, it elaborates the basic theoretical issues of the optimal allocation of science and technology policy resources from the perspective of transition period; secondly, it investigates the development of science and technology policy resource allocation and policy research institutions; thirdly, it discusses the historical context and macro-system supply of China's science and technology policy resource allocation; fourthly, through typical cases in specific regions and fields, it discusses the characteristics of resource allocation of science and technology policies and the main issues affecting such policies. On such basis, this book puts forward the main ideas of optimizing the allocation of science and technology policies in China.



## 协同供应链及其突发事件应对机制研究

## Research on Collaborative Supply Chain and Its Emergency Response Mechanism

作者：李宏宽、李忱

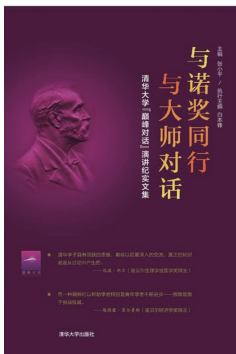
Author: Hongkuan Li, Chen Li

ISBN: 9787302473725

Publication Date: 2017-10-1

近些年来，由于供应链系统自身的复杂性和多主体性快速增强，使得供应链的协同面临众多威胁，如何能快速有效地恢复协同状态成为供应链管理研究领域中的重要问题。本书基于协同学、博弈论和运筹学等理论，采用理论分析、模型构建与求解以及数值仿真分析相结合的方法，研究基于Multi-Agent技术和期权契约机制的供应链协同管理以及突发事件决策应对问题，并在此过程中对供应链系统内部决策成员具有不同的风险偏好加以考虑。本书适合从事供应链协同管理及突发事件应对研究的相关人员参考，也可以作为高等学校高年级本科生和研究生的学习参考书，以及教师教学的参考资料。

In recent years, due to the complexity of the supply chain system and the rapid enhancement of multi-agent, the coordinated operation of supply chain faces many threats. How to restore the collaborative state quickly and effectively has become an important issue in the field of supply chain management research. Drawing on the theoretical background of synergy theory, game theory and operations research, this book combines theoretical analysis, model construction and solution, and numerical simulation analysis to study the collaborative management of supply chain and decisions on emergencies based on Multi-Agent technology and option contract mechanism. In addition, this study considers different risk preferences of decision-making members within the supply chain system. This book is suitable for the personnel involved in supply chain collaborative management and emergency response research. It can also be used as a reference book for undergraduate and postgraduate students in higher education, as well as reference materials for teachers.



## 与诺奖同行，与大师对话 ——清华大学“巅峰对话”演讲纪实文集

**Walk with the Nobel Prize, Dialogue with the Masters**  
**A Collection of Speeches on the "Top Talk" Forum at Tsinghua University**

作者：张小平、白本峰

Author: Zhang Xiaoping Bai Benfeng

ISBN: 9787302475378

Publication Date: 2017-11-1

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白本峰：工学博士、副研究员，现任清华大学党委研究生工作部部长。

Dr. Bai Benfeng: Doctor of Engineering and Associate Researcher, and currently the Director of Student Affairs of the Communist Party Committee at the Graduate School of Tsinghua University

“巅峰对话”是由清华大学校研究生会于2013年发起并主办的品牌性学术论坛，邀请各学科领域具有国际影响力的顶尖学术大师来校与清华学子面对面进行学术对话，旨在鼓励学生质疑权威、挑战现有学术范式，力求“对话激发创新”。“巅峰对话”活动已成功举办20期，共邀请到了16位诺贝尔奖获得者、3位图灵奖获得者和1位菲尔兹奖获得者。本书是三年来该活动现场的真实记录，文字由清华大学研究生整理而成。

The Top Talk, a branded academic forum, was initiated and hosted by the Graduate School of Tsinghua University started from 2013. By inviting top scholars with international influence in various fields to conduct academic dialogues with Tsinghua students face-to-face, this forum encourages students to question authority, challenge existing academic paradigms, and “dialogue to inspire innovation”. To date, it has been successfully held for 20 times and has invited 16 Nobel Prize winners, 3 Turing Award winners and 1 Fields Medal winner. This book, compiled by Tsinghua University graduate students, is a faithful record of this event in the past three years.



## 合作博弈与和谐治理——中国合和式民主研究 Cooperation, Competition and Harmonious Management—Research on China's Cooperative and Harmonious Democracy

作者：彭宗超、马奔、刘涛雄

Author: Peng Zongchao, Ma Ben, Liu Taoxing

ISBN: 9787302322023

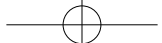
Publication Date: 2013-07-01

彭宗超，博士，清华大学公共管理学院副院长、教授。

Peng Zongchao: PhD, is associate dean and professor of School of Public Policy and Management, Tsinghua University.

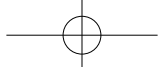
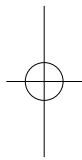
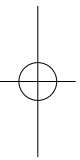
彭宗超教授等学者的这项国家社科基金课题成果从中西文化对比中，尝试从和合思想、民本思想与现代合作博弈论等视角，明确提出中国未来社会主义合和式民主的新模式，既是对过于强调个体权利与民主过程的西方自由式民主的超越，也是对以往过于强调集体利益与集中权威作用的传统社会主义民主模式的超越，试图在两者当中既继续保留后者的有关优点，又能实现更大程度的公民自由和民主程序改进，从而在有关制度的保障下，不断化解各种冲突，避免不必要的社会动荡及其灾难性后果，促进各方和谐共生。

This research, part of the national science fund program, compares the Chinese culture with that of the Western World and proposes a new mode of socialist cooperative and harmonious democracy for China based on the harmonious cooperation theory, people-oriented theory and modern cooperative game theory. The new model surpasses both Western liberal democracy and traditional socialist democracy of China. The former overemphasizes individual rights and the democratic processes, while the latter pays too much attention to collective interests and the influence of centralized power. The new mode aims to retain the quintessence of the latter and make strides in the improvement of civil freedom and democratic process.



语言文化  
艺术

Language, Culture and Arts





## 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

穿越三千年历史的时间隧道 感受震撼心灵的文字之美  
34个民族的文字，62个非遗项目，367幅国家图书馆珍藏图片  
一本中国文字的微型百科全书 一本了解文字故事的阅读指南  
国家典籍博物馆众多国宝级展品首次面世 共同演绎文字的盛宴！

Travelling through 3,000 years, the book brings you the beauty of the mind-blowing characters

It features the characters of 34 nationalities, 62 non-legacy projects, and 367 pictures collected in the National Library

It is a miniature encyclopedia of Chinese characters, and a guidebook for understanding character stories

Many National Treasures of the National Museum of Classic Books are publicized for the first time to share the feast of characters!

国家图书馆中国记忆项目中心：中国记忆项目以“为国存史，为民立传”为宗旨，是国家图书馆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.



《我们的文字》成书历时一年，作者走遍中国各地，行程51496.5公里（能绕地球两圈），走访了11个省的50余个城市和乡村，采访了30余个非遗项目的37位传承人及专家，拍摄了400余小时的影像和口述资料。堪称上山入海，寻访我们遗失的文字。

For over one year, the team traveled altogether 51,496.5 kilometers (two circles around the earth) all over China, visited more than 50 cities and villages in 11 provinces, and interviewed more than 30 inheritors of intangible cultural heritage, and recorded more than 400 hours of video and oral information for the salvage of the lost characters from our ancestors.

书中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，横向覆盖了我国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我国得以传承的方方面面，也几乎涵盖了我国历史上政治、文化、生活的方方面面，是一本了解我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 big family of Chinese characters.



## 中华文明与人类共同价值

## The Common Values of Chinese Civilization and Humanity

作者：王志民 马啸 Author: Zhimin Ma, Xiao Ma

ISBN: 9787302478850

Publication Date: 2017-10-1

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Zhimin Wang: Chief Expert and Professor of Qilu Culture Research Center of Shandong Normal University, which is a Humanities and Social Sciences Research Base of the Ministry of Education.

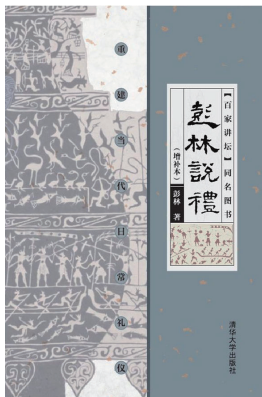
马啸：山东省社会主义学院党组书记、第一副院长。

Xiao Ma: Party Secretary and First Vice President of Shandong Institute of Socialism

本书围绕“中华文明与人类共同价值”这一主题，旨在用中国智慧阐释人类共同价值。所收录的文章，作者包括以下知名学者：陈来：清华大学国学研究院院长、教授。贝淡宁：国际著名学者，清华大学伦理学和政治哲学教授。张岂之：清华大学思想文化研究所教授、西北大学中国思想文化研究所所长、名誉校长。李瑞智：澳大利亚邦德大学东西文化经济研究中心创始主任。成中英：著名美籍华人学者、世界著名哲学家，“第三代新儒家”的代表人物之一（其他三位为余英时、刘述先、杜维明），美国夏威夷大学美国夏威夷大学哲学系终身教授。韩星：中国人民大学国学院教授、博士生导师。

Under the theme of "Chinese Civilization and the Common Value of Mankind", this book intends to interpret the common values of mankind with Chinese wisdom. The writers of articles collected in this book include the following well-known scholars: Lai Chen (dean and professor of the National Studies Institute of Tsinghua University), Daning Bei (an internationally renowned scholar, professor of Ethics and Political philosophy at Tsinghua University), Yizhi Zhang (professor of the Institute of Thought and Culture at Tsinghua University, director of the Institute of Chinese Ideology and Culture of Northwest University, and honorary president), Ruizhi Li (founding director of the East-West Cultural Economics Research Center at Bond University, Australia), Zhongying Cheng (famous Chinese--American scholar, world famous philosopher, representative of the "third generation of new Confucianism" ranking with the other three scholars, namely Yingshi Yu, Shuxian Liu, and Weiming Du, and tenured professor of philosophy at the University of Hawaii, USA), and Xing Han (professor and doctoral supervisor of School of Chinese Classics at Renmin University of China).





## 彭林说礼——重建当代日常礼仪（增补本）

Lin Peng's Lecture on Etiquette  
--Reconstruct Contemporary Daily Etiquette

作者：彭林

Author: Lin Peng

ISBN: 9787302481553

Publication Date: 2018-6-1

透视“古礼新用”之趣 这是一本你能读懂的中华礼仪入门书籍

This is a primer of Chinese etiquette, expounding "the modern application of ancient etiquette" in easy language.

彭林：清华大学人文学院历史系教授、博士生导师，中国经学—礼学研究中心主任。

Prof. Lin Peng: Professor and Doctoral Supervisor at Department of History at School of Humanities, Tsinghua University, Director of the Center for Chinese Ritual Studies

《彭林说礼》是《百家讲坛》“彭林说礼”节目的同名图书。作者选择了中华礼仪中最重要和最有现实意义的内容，包括社会交往中的主要礼节及其人文内涵，当今社会的人际交往（如会客、宴饮、坐立、仪表、书信等）中如何体现中华礼仪特色等问题。读者可以通过阅读这本书，系统地了解中华礼仪的体系和精髓，掌握人际交往的一般原则，并应用到现实生活中。因此，本书既有实用性，又有深刻的文化内涵。

The book Lin Peng's Lecture on Li is written on the basis of Lin Peng's lectures on the TV program Lecture Room. The author chooses the most important and practical contents in Chinese etiquette, including the main etiquette in social interaction and its humanistic connotation. The book also summarizes the characteristics of Chinese etiquette reflected in interpersonal communication in modern society, such as meeting guests, attending banquets, sitting, dressing, writing letters, etc. By reading this book, readers can understand the system and essence of Chinese etiquette, master the general principles of interpersonal communication, and apply it to real life. Therefore, this book boasts both usefulness and profound cultural connotations.



## 宋词一阙话古今（上下册）

Song Lyrics—A Song about Ancient and Modern Time (Volume 1 and 2)

作者：鞠菟

Author: Tu Ju

ISBN: 9787302477075

Publication Date: 2017-8-1

鞠菟：全球500强欧洲企业经理，上海交通大学工科和管理双学士学位。自幼痴迷中国历史与中国古典文学。天涯论坛“煮酒论史”人气作者。

Tu Ju: Manager of a Global Top 500 European enterprise. She graduated from Shanghai Jiao Tong University with double Bachelor Degrees of Engineering and Management. She has been obsessed with Chinese history and Chinese classical literature since her childhood, and is now a popular author of history section on Tianya BBS.

本书以宋词为切入点，通过宋词背后的故事，将诗词歌赋、名人典故、历史知识等串联成一张有机的大网。全书气势恢宏、语言幽默，通过诗词与历史映照现实与人生，令读者感同身受、不忍释卷、拍案叫绝！从学龄儿童到成年人，从原本畏惧诗词与历史的人到文学历史爱好者，都能从中找到兴趣点。本书原稿曾连载于天涯社区，阅读量750000+次，多次被首页推荐。

This book tells the stories behind Song lyrics, knitting the poems and songs, poets' anecdotes, historical knowledge together into a huge organic structure. This magnificent and humorous book demonstrates the reality and life in Song Dynasty through poetry and history, which allows readers to be immersed, attracted and amazed by the poetry. From school-aged children to adults, from those who were aloof to poetry and history to fans of literature and history, everyone can find their points of interest. The content of this book was firstly serialized on Tianya BBS with a reading volume of more than 750,000 times, and has been recommended on the homepage of the forum many times.



### 妙语生花：

中国语言文化（“中国风”文化读本系列）

Wonderful Words: Chinese Language and Culture ("Chinoiserie" Cultural Reading Series)

作者：李贵苍 郭建玲 毛力群

Author: Guicang Li, Jianling Guo, Liqun Mao

ISBN: 9787302500940

Publication Date: 2018-6-1

本教材是基于多年教学实践编写的一本留学生汉语教材，关注留学生的学习兴趣与需求，以通俗易懂的语言，让他们感受和领悟汉语各种语言现象背后的文化内涵，从而热爱汉语，热爱中国文化。本教材共十五篇课文，话题涵盖中国人名、地名、菜名、数字、颜色词、谐音、俗语、成语、网络语言等，每课分为课文、阅读理解、扩展阅读、讨论四个部分，既可作为精读教材，也可作为泛读教材。

This textbook is a Chinese textbook for foreign students based on the authors' years of teaching experience. It addresses the interest and needs of foreign students, and helps them understand the cultural connotations behind Chinese language, thus making them learn to appreciate the language and culture of China. This textbook contains a total of fifteen lessons, covering topics such as Chinese names, locations, dishes, numbers, colors, homonyms, proverbs, idioms, and online languages. Each lesson is divided into four sections: text, reading comprehension, extended reading, and discussion. This book can be used for either intensive or extensive reading textbook.



## 丝绸之路上的使者（丝绸之路文化传播丛书）

The Envoys on the Silk Road  
(Silk Road Cultural Communication Series)

作者：徐兆寿 金西源

Author: Zhaoshou Xu, Xiyuan Jin

ISBN: 9787302451686

Publication Date: 2016-11-1

徐兆寿：作家，学者。复旦大学文学博士，现为西北师范大学传媒学院院长。

Dr. Zhaoshou Xu: a writer and a scholar. He received his PhD degree from Fudan University and is currently the Dean of the School of Communication at Northwest Normal University.

金西源：甘肃榆中县人，文学硕士。在兰州教书，在西部写诗。

Xiyuan Jin: Master of Arts. His hometown is in Yuzhong County, Gansu Province. He works as a teacher in Lanzhou and writes poetry in the west.

历史，注定要重启丝绸之路，这是人类的命运之行。著名作家和文化学者徐兆寿在《丝绸之路上的使者》一书中为读者重新讲述了这条苍茫古道上的一个个传奇故事。该书从凿空西域、促进中原文明与中亚文明交融的开拓性人物张骞说起，到19世纪瑞典的探险家斯文·赫定止，从人物入手再现了中华民族壮阔的历史长河中，这些使者用他们的精神和英雄气魄攻下了一个个历史的关隘。作者试图用一个个故事、从一个个似曾相知的人物出发，重新“发现”丝绸之路，在此基础上，重新建立他个人意义上的精神之路。从一开始写作到现在，他始终都是逆流而上，直面时代主题，但又引领着一种独具一格的写作和表达。

History is destined to re-embark on the Silk Road. It is the journey of human destiny. In this book, the famous writer and cultural scholar Zhaoshou Xu tells the legendary stories on this road. The book introduces the stories of important figures, beginning with the pioneering character Zhang Qian who promoted the integration of Central Plain's civilization and Central Asian civilization, and ending with the Swedish explorer Sven Hedin in the 19th century. The author reproduces the great history of Chinese nation with these characters, whose heroism conquers historical blockade time by time. The author tries to re-interpret the Silk Road through each story and each familiar person, thus establishing a unique spiritual path. His writing has always gone against the wind, faced the theme of the times, but demonstrated a unique style of writing and style.



## 丝绸之路上的诗人 (丝绸之路文化传播丛书)

Poets on the Silk Road  
(Silk Road Cultural Communication Series)

作者: 徐兆寿 闫倩

Author: Zhaoshou Xu, Qian Yan

ISBN: 9787302488613

Publication Date: 2017-12-1

徐兆寿: 作家, 学者。复旦大学文学博士, 现为西北师范大学传媒学院院长。

Zhaoshou Xu: a writer and a scholar. He received his PhD degree from Fudan University and is currently the Dean of the School of Communication at Northwest Normal University.

闫倩: 西北师范大学传媒学院艺术学理论硕士研究生。甘肃省评论家协会会员。

Qian Yan: a postgraduate in Art Theory at College of Communication, Northwest Normal University. She is also a member of Gansu Critics Association.

《丝绸之路上的诗人》一书以诗为媒, 借这条古道上曾经路过的诗人 and 他们的往事, 用全球文化的视野, 把诗人和文学都放在文化的大背景和时代的大环境中考察, 再现了不同时代知识分子的精神和中华文明顽强的生命力。西北师范大学教授、复旦大学文学博士、著名作家和文化学者徐兆寿带领团队钻研历史典籍, 为读者呈现了盛唐边塞诗的意象宏大、浪漫瑰丽和豪情万千, 更讲述了近代的新边塞诗如何在西部这片神秘蛮荒的土地上找到精神家园。全书共选取了二十位诗人, 其中唐边塞诗十位, 新边塞诗十位, 结构匀称, 可读性很强。

The book *Poets on the Silk Road* utilizes poetry as a medium to introduce the poets once traveled on this ancient road and their stories. With a global vision, this book discusses these poets and their works against the background of culture and the environment of the times, and demonstrates the spirit of intellectuals in different eras and the tenacious vitality of the Chinese civilization. Prof. Zhaoshou Xu (professor of Northwest Normal University, PhD of Literature at Fudan University, famous writer and cultural scholar) with his team studied relevant historical classics and present the readers with the grand imagery, romantic beauty and grandeur of the poems in the Tang Dynasty. They also introduce how modern frontier poets find a spiritual home on this mysterious and wild land in the west. The book has selected 20 poets in total, ten poets in Tang Dynasty and ten from the new frontier school. The book is well organized and highly readable.



## 弱宋：造极之世

## Weak Song Dynasty: Prime Time

作者：陈胜利

Author: Shengli Chen

ISBN: 9787302438533

Publication Date: 2016-8-1

陈胜利：文化部全国公共文化发展中心副主任。长期从事文化学、历史学研究。

Shengli Chen: Deputy Director of National Public Culture Development Center of Ministry of Culture.

宋王朝两度亡于北方少数民族入侵，“弱宋”几成历史定论。但两宋长达三百一十九年，以文治立国，在国家治理、制度文化、文学艺术等领域取得了辉煌成就；北宋皇帝大都是有作之君，三度推行变法，王安石变法影响尤为深远；宋代名士辈出，将星闪耀，士人风骨最盛，成就了我们民族精神发展史上的史诗般的记忆。在杀伐、武力、开疆拓土方面，宋人留给后人引为自矜的功业甚少，但在国家治理，以及精神与文化之域，宋人留下了浓墨重彩。所谓的“弱宋”，其实堪称“盛宋”：她创造了中国古代政治文明的高峰。她掀起了波澜壮阔的改革浪潮。她涵养了风骨凛然的士人。她是一个值得我们驻足回望的非凡王朝。

Song Dynasty was twice invaded by northern minorities, and the term of "weak Song Dynasty" was historically accepted. However, during the three hundred and nineteen years of Song Dynasty, it has made great achievements in the fields of state governance, system culture, literature and art. Most of the emperors of Northern Song Dynasty have made outstanding feats and have implemented large-scale political reforms for three times. It is noteworthy that the reform promoted by Wang Anshi has far-reaching influence. In Song Dynasty, celebrities stand out in large numbers; military generals shine like stars in history; scholars boast highest aesthetic taste. All of them are epics remembered in history, constituting the development of our national spirit. In terms of killing, military force, and expanding the territory, people in Song Dynasty did not boast many feats that they can feel proud of themselves, but in the areas of state governance, spirit and culture, the Song people left many incredible marks. Therefore, in some contexts, the dynasty should be referred as "prime Song", instead of "weak Song", as it is the peak of ancient Chinese political civilization with a wave of great reforms, has cultivated people with awe-inspiring righteousness. This is truly an extraordinary dynasty deserving our attention.



## 梦里的香格里拉 守望卡瓦格博

## Shangri-La in Dream - The Catcher in Kawakarpo

作者：杨旭东 Author: Xudong Yang

ISBN: 9787302463467

Publication Date: 2017-1-1

杨旭东：博士，中国绿化基金会副秘书长，教授级高级工程师。

Dr. Xudong Yang: Deputy Secretary General of China Green Foundation, Professor-level Senior Engineer

本书是一部饱含深情的卡瓦格博游记，作者用镜头记录下卡瓦格博的美与神秘，文笔细腻，适合每一位渴望探寻梦中香格里拉守望卡瓦格博的人阅读参考。全书近180个章节、30万多文字、2000张精选的图片。

This book is an affectionate travelogue of Kawakarpo. With his camera, the author recorded the beauty and mystery of Kawakarpo. This book is written in exquisite language and is suitable for anyone who dreams to explore Kawakarpo and Shangri-La. The book has nearly 180 chapters with more than 300,000 words and 2000 selected pictures.



## 新疆的七个季节

## Seven Seasons in Xinjiang

作者：李敬阳 Author: Jiangyang Li

ISBN: 9787302466802 59 RMB

228,000 characters Publication Date: 2017-8-1

《新疆的七个季节》为新疆知名户外圈旅游达人“半路一把刀”——李敬阳所著，是一本全方位介绍新疆地理奇观之书。本书从旅游景点出发，介绍背景文化、出行线路、注意事项、最佳旅行时间等出发，结合作者自身旅行经验，提供贴心旅行建议以及注意事项。全书分为七节，分别从山川、花草、气候、地理特性等方面，全方位无死角地展示新疆的多彩。是一本兼具实用性与阅读审美的新疆指南。

The book *Seven Seasons in Xinjiang* is written by Li Jingyang, nicknamed “Knife Halfway”, a well-known travel expert in Xinjiang hiking circle. This book comprehensively introduces the geographical wonders of Xinjiang. Beginning from tourist attractions, it introduces local culture, travel routes, precautions, best travel time, etc., and provides considerate travel advice and precautions based on his own travel experience. The book is divided into seven sections, showing the colorfulness of Xinjiang from all aspects, such as mountains, flowers, flowers, climate, and geographical features. It is a readable and useful travel guide to Xinjiang.





## 初蹈沧海——环大西洋760天

Once in a Life Time  
— Across the Atlantic Ocean in 760 Days

作者：林静 著

Author: Jing Lin

ISBN: 9787302494577

Publication Date: 2018-8-1

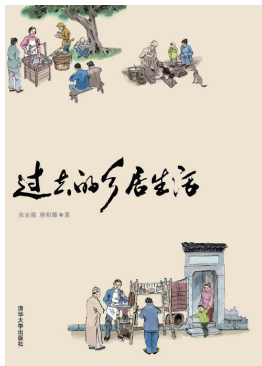
林静：多伦多大学生物医学工程系硕士。从2005年起，林静和法籍丈夫克里斯一起驾驶帆船周游世界，十多年来分别驾驶帆船“同道者号”和“海友号”两次航海帆游。

Jing Lin: She obtained her master degree at Department of Biomedical Engineering of University of Toronto. Since 2005, Lin Jing and her French husband Chris have sailed around the world. They sailed by their boats “Kindred Spirit” and “Friends of the Ocean” respectively for more than a decade.

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

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





## 过去的乡居生活

Rural Life of the Past

作者：朱志强 唐桓臻

Author: Zhiqiang Zhu, Huanzhen Tang

ISBN: 9787302472339

Publication Date: 2017-8-1

朱志强：中国水彩画家协会会员，浙江省美术家协会会员。作品参加国家、省市美展，入编《中国美术选集》《中国水彩名家》等书籍。

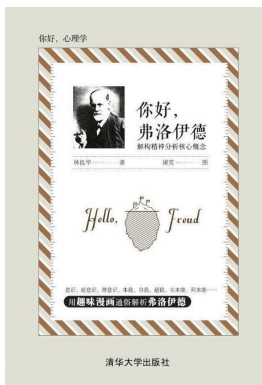
Zhiqiang Zhu: He is a member of the China Watercolor Painters Association and Zhengjiang Artists Association. His works are presented at national and provisional level exhibitions and selected into many books such as A Selection of Chinese Art and Chinese Watercolor Masters.

唐桓臻：中国民间文艺家协会会员。从事文化工作40年，工作之余潜心于民俗文化挖掘整理与研究。

Huanzhen Tang: He is a member of Chinese Folk Literature and Art Association. He has been engaged in cultural work for 40 years and concentrated on the excavation, sorting and studying of folk art.

中国旧时乡村，是典型的“熟人社会”。乡居的生活，乡愁的眷恋，儿时的记忆，成了当代人脑海中的一泓清泉。为了留住那些记忆，两个地道的“老武义”，足迹遍布城乡，挖掘整理浙中乡土人情，用他们独到的眼光，记录了一件件陈年旧事，描绘了一幅幅风情画图。浙中地区融合了中国南北方的气候和风土特点，悠久的历史积累了丰厚的民俗文化，具有一定的普遍性。本书中描绘的乡居生活场景，在今天的中国乡村，仍能找到不少类似的片段。

The Chinese countryside in the past featured a cluster of acquaintance. The life style, nostalgia and childhood memory of the past have weaved a limpid dream cherished by modern people. To keep those memories alive, two Wuyi folks travel across urban and rural areas and experience the customs of central Zhejiang Province. In this book, they record a vast array of stories and scenes with their unique vision. The central Zhengjiang integrates the climate and customs of northern and southern China and is endowed with abundant folk art over the year. The study in this region is an epitome of the whole country, and life scenes depicted in this book can also be found in today's Chinese countryside.



## 你好，弗洛伊德——解构精神分析核心概念

## Hello, Freud—Deconstruct Core Concepts of Psychoanalysis

作者：林良华 著 屠笑 图

Author: Lianghua Lin, Xiao Tu

ISBN: 9787302494164

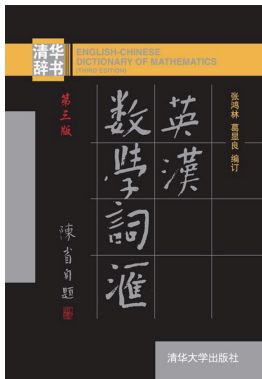
Publication Date: 2017-7-1

林良华：浙江工业大学心理学系副教授，国家首批二级心理咨询师，从事心理咨询十几年。

Lianghua Lin: He is an associate professor of Department of Psychology at Zhejiang University of Technology. He is also the first batch of national second-level psychological counselors and has been engaged in psychological counseling for more than ten years.

《你好，弗洛伊德》一书旨在摘掉精神分析晦涩诡秘和令人难以理解的帽子，促进精神分析思想的广泛传播，帮助广大读者更轻松、更容易的理解和学习精神分析。本书选择最常见的几个精神分析术语，用绘图的形式，把该术语的思想用专业的视角表达出来，并与心理咨询做一个链接，给予读者深入理解的路径。

The book expounds complex ideas of psychoanalysis in simple language to help common readers understand and learn psychoanalysis more easily, so as to promote the study of psychoanalysis. It selects and elaborates on the most common terms with comprehensible illustrations and professional interpretation and also connects them with psychological counseling practice.



## 英汉数学词汇 (第三版)

English-Chinese Dictionary of Mathematics  
(Third Version)

作者：张鸿林 葛显良

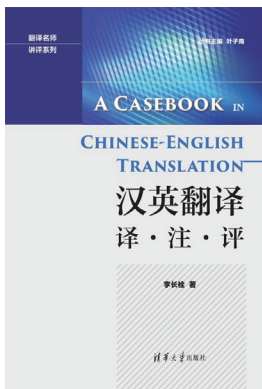
Author: Honglin Zhang, XianLiang Ge

ISBN: 9787302494027

Publication Date: 2018-5-1

本书收入纯粹数学和应用数学各分支学科中常见的、重要的和近年来(特别是近十年来)新出现的名词术语六万多条。本书是在作者四十年来的数学教学科研工作和数学图书编辑工作经验的基础上编订而成的,经各方面著名专家认真审查,定名力求做到“意义准确、避歧解、有系统”。书末附有三千多位古今数学家译名表。本书可供广大科学工作者、大学教师和学生以及翻译和编辑人员使用。

This book covers more than 60,000 new terms that are common and important in all branches of mathematics and applied mathematics in recent years, especially over the last decade. This book is based on the author's experience of mathematics teaching and research work and the editing work of mathematics book over the past forty years. The book has been carefully reviewed by famous experts in various areas. The author tries to make sure that the terms "are accurate, without ambiguity, and organized systematically". At the end of the book, there is an index of translated names covering more than 3,000 ancient and modern mathematicians. This book can be used by scientists, university teachers and students, as well as translators and editors.



汉英翻译 译·注·评 (翻译名师讲评系列)  
A Casebook in Chinese-English Translation  
(Comments and Notes of Experts in Translation)

作者: 李长栓

Author: Changshuan Li

ISBN: 9787302477150

Publication Date: 2017-12-1

本书根据作者在北外高翻学院的汉英笔译课堂教学录音整理, 包括练习题、课堂讲解、学生译文(及译者注)、译文修改(及批注说明)和参考译文。读者可以通过本书学习正确的翻译理念, 掌握批判性思维, 学会调查研究, 养成细致严谨的工作习惯。本书适合任何打算从事或已经从事翻译工作的读者阅读, 也可作翻译教材使用。

This book gleans the author's recordings in his Chinese-English translation lectures at the Graduate School of Translation and Interpretation of Beijing Foreign Studies University. The records include exercises, in-class explanations, students' translations (and translator's notes), revised translations (and comments) and reference translations. By this book, readers can learn correct translation concepts, master critical thinking, learn to investigate and research, and develop meticulous working habits. The book is fit for anyone who intends to engage in or has been engaged in translation work. It can also be used as a translation textbook.



## 科学英语系列 Science & English Series

作者：杜颖 郭宴伟 李昂 Author: Ying Du, Yanwei Guo, Ang Li



### 森林动物视界：VR+AR+全息投影（小学版）

Forest Animals: VR+AR+ Holographic Projection (for Primary School Students)

ISBN: 9787302482512 Publication Date: 2018-3-1



### 海洋动物视界：VR+AR+全息投影（小学版）

Marine Life: VR+AR+ Holographic Projection (for Primary School Students)

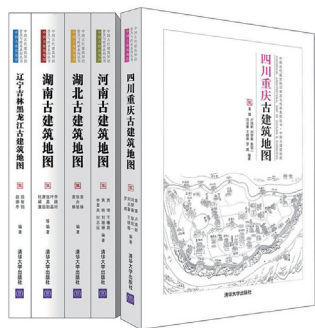
ISBN: 9787302482529 Publication Date: 2018-3-1

开创颠覆式全新学习方式，VR+AR+全息投影，在科普中学英语，在英语中学科普，多位专家名师联袂推荐。

Science & English Series create a new way of learning by involving innovative methods such as VR, AR and holographic projection. The book is jointly recommended by many experts and famous teachers. Students can learn English while enjoying the beauty of Science.

科学英语系列图书是三位作者结合多年高等教育和基础教育一线教学经验，充分利用VR、AR、全息投影技术的特殊呈现形式，集科学知识探究和英语语言学习为一体的带有绘本味道的趣味融合课程图书，可以用于小学生自学或亲子阅读，也可以用于教师作为教材进行讲授。科学英语系列图书首批推出《科学英语之森林动物视界》和《科学英语之海洋动物视界》，分别围绕森林动物和海洋动物两大主题，每个知识模块分别配有丰富的精美动物图片和简单易懂的文字说明，并设计有趣味小知识、英语巧记、科学视角、探究实践等特色小模块，让读者循序渐进、趣味盎然地将阅读与学习进行到底。

The Science & English Series are written by three authors with many years of teaching experience in both fundamental and higher education. With attractive presentation methods such as VR, AR and holographic projection technology, meticulous design and layout, the authors combine scientific knowledge with English teaching, making it an interesting textbook with colorful pictures. It is suitable for primary school students for self-study, parents for home schooling and teachers for classroom instructions. The series first launches two books, Science & English Series Forest Animals and Science & English Series Marine Life, focusing on forest animals and marine life respectively. Each module is rich in exquisite animal pictures and simple illustrations. In addition, specially designed modules, including fun facts, skills in memorizing English, vista of science and exploration & practice will enable readers to read and learn in an interesting and step by step manner.



## 中国古建筑地图系列

### The Chinese Historical Architecture Map Series

“中国古代建筑知识普及与传承系列丛书·中国古建筑地图”系列，目前已出版14册。本系列以省级行政区为单位，以地图形式详细介绍国内目前现存的古建筑遗存，并对传统建筑所体现出的历史、人文、思想背景进行简要梳理。每册均配有1000张以上的精美照片及插图，其中大部分为作者独家拍摄，以最为直观的形式展现中国传统建筑的风貌。其中，精心制作的古建筑地图不仅知识量丰富，读者还可按图索骥，亲身游历建筑遗产，体验难能可贵的有形文化瑰宝。

The Chinese Historical Architecture Map Series has published 14 titles to date. It elaborates on the existing historical architecture scattering in China's different provinces, offering readers insights to the different culture and traditions behind these amazing structures. Each title boasts more than 1000 high-resolution pictures of these seasoned sites. It's a collection that offers you both in-depth knowledge of architecture and a wonderful experience.

同系列图书有The book series includes:

山西古建筑地图(上) Historical Architectural Map of Shanxi I (ISBN: 9787302503637); 河北天津古建筑地图(上) Historical Architectural Map of Hebei and Tianjin I (ISBN: 9787302503644); 新疆古建筑地图 Historical Architectural Map of Xinjiang (ISBN: 9787302503651); 江苏上海古建筑地图 Historical Architectural Map of Jiangsu and Shanghai (ISBN: 9787302402572); 广东海南古建筑地图 Historical Architectural Map of Guangdong and Hainan (ISBN: 9787302402725); 福建古建筑地图 Historical Architectural Map of Fujian (ISBN: 9787302402732); 安徽古建筑地图 Historical Architectural Map of Anhui (ISBN: 9787302415343); 浙江古建筑地图 Historical Architectural Map of Zhejiang (ISBN: 9787302415459); 湖南古建筑地图 Historical Architectural Map of Hunan (ISBN: 9787302455691); 河南古建筑地图 Historical Architectural Map of Henan (ISBN: 9787302452577); 辽宁吉林黑龙江古建筑地图 Historical Architectural Map of Liaoning, Jilin and Helongjiang (ISBN: 9787302457077); 四川重庆古建筑地图 Historical Architectural Map of Sichuan and Chongqing (ISBN: 9787302451402); 湖北古建筑地图 Historical Architectural Map of Hubei (ISBN: 9787302452171); 山东古建筑地图 Historical Architectural Map of Shandong (ISBN: 9787302504382)



## 中国大屋顶

## Traditional Chinese Roof

作者：魏克晶

Author: Kejing Wei

ISBN: 9787302497776

Publication Date: 2018-4-1

魏克晶（1940—2018）：曾就职于天津市文化局，数十年从事文物工作。先后主持天津蓟县黄崖关长城、独乐寺维修，以及天津市多项古建筑的修缮工作。

Kejing Wei (1940-2018): used to worked in Tianjin Cultural Bureau and has been specialized in cultural relics studies for decades. He has presided over the maintenance project of Huangyaguan Great Wall and the Dule Temple in Jixian County, Tianjin, as well as the restoration of many ancient buildings in Tianjin.

大屋顶是中国古建筑的显著特征。该书集作者多年研究、考察和文物建筑修缮实践之成果，系统介绍中国古建筑屋顶的类型、构造、装饰和维护等内容，涵盖全面，图照丰富，既有整体视野，又有细节刻画，是一本适合广大建筑爱好者阅读的通俗建筑读本。

The huge roof is a distinctive feature of the ancient Chinese architecture. With rich experience in researching, inspecting and rejuvenating architecture relics, the author systematically introduces the types, construction, decoration and maintenance of the roofs of ancient architecture. With a comprehensive bird view and detailed descriptions, this popular book is suitable for all architectural enthusiasts.



意大利经典建筑100例  
(欧洲经典建筑地图系列丛书)  
100 Classic Italian Buildings (European Classic  
Architectural Map Series)

作者: 王南 黄华青 朱琳 著

Author: Nan Wang, Huaqing Huang, Lin Zhu

ISBN: 9787302451419

Publication Date: 2017-12-1

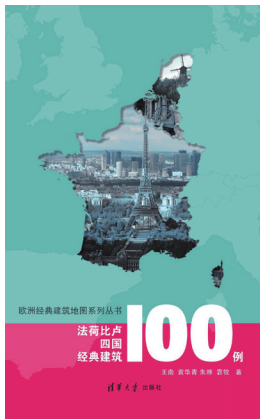
王南: 清华大学建筑学院工学博士学位, 师从吴良镛院士。2009年至今在清华大学建筑学院任教。

Dr. Nan Wang: Ph.D. in Engineering at the School of Architecture of Tsinghua University. His doctoral supervisor is the academician Liangzhu Wu. He teaches at the School of Architecture of Tsinghua University.

本书为“欧洲经典建筑地图系列丛书”之一。作者深入探访意大利36座历史文化名城古镇, 对其中的100例经典建筑作品进行细致品评。图片丰富, 另有作者亲绘的城市街景。文字详实而有趣, 专业之中融入细腻温暖的行旅感悟。无论是作为建筑考察的指南, 还是作为人文旅行的参考, 都是上佳之选。

This book is one volume of the European Classic Architectural Map Series. The author visited 36 historic and cultural towns and cities in Italy and commented on 100 classic architectural works in detail. The book is rich in delicate pictures and boasts paintings of streetscape drawn by the author. Its descriptions are professional, detailed and interesting, interwoven with subtle and warmhearted traveling sentiments. It is a wonderful guidebook for architecture investigation and for humanistic travelling.





## 法荷比卢四国经典建筑100例

(欧洲经典建筑地图系列丛书)

100 Classic Buildings in France, Netherlands,  
Belgium, Luxembourg  
(Classic Architectural Map Series)

作者: 王南 黄华青 朱琳 袁牧 著

Author: Nan Wang, Huaqing Huang, Lin Zhu, Mu Yuan

ISBN: 9787302441472

Publication Date: 2016-11-1

王南: 清华大学建筑学院工学博士学位, 师从吴良镛院士。2009年至今在清华大学建筑学院任教。

Dr. Nan Wang: Ph.D. in Engineering at the School of Architecture of Tsinghua University. His doctoral supervisor is the academician Liangzhu Wu. He teaches at the School of Architecture of Tsinghua University.

本书为“欧洲经典建筑地图系列丛书”之一。作者深入探访法国、荷兰、比利时、卢森堡四国37座历史名城, 对其中的100例经典建筑作品进行细致品评。图片丰富, 另有作者亲制的城市手绘和城市地图; 文字详实而有趣, 专业之中融入细腻温暖的行旅感悟。无论是作为建筑考察的指南, 还是作为人文旅行的参考, 都是上佳之选。

This book is one of the European Classic Architectural Map Series. The author visited 37 historic cities in France, the Netherlands, Belgium and Luxembourg, and commented on 100 classic buildings in detail. The book is rich in pictures and boasts many streetscape paintings and city maps drawn by the author. It is a wonderful guide to architectural studies or a reference for humanities travelling.



## 建筑三十九渡

The Architecture of 39 Ferries

作者：李晓明

Author: Xiaoming Li

ISBN: 9787302460732

Publication Date: 2017-8-1

李晓明：中央美术学院建筑学专业文学学士，建筑设计与理论研究专业工学硕士。现为ARCHSTUDIO建筑设计工作室合伙人。

Xiaoming Li: Obtained BA degree in Architecture at the Central Academy of Fine Arts, Master of Engineering in Architectural Design and Theoretical studies. He is a partner of the architectural design studio ARCHSTUDIO.

这是一本人人可以阅读的，非常有趣活泼的建筑专业书，您可以在目录中挑选您感兴趣的数字阅读，因为数字是其中的一条线索。本书以讲故事的方式展开，有39个风格迥异的故事，亲切、轻松，她必将成为建筑爱好者书库中最奇异的图书。书中挖掘了这些建筑不为人所知的“背后”的故事、例如历史条件、建筑师的故事、建筑存亡的秘密等。

This is an intriguing and lively architectural book for everyone. You can read it by picking the number you like from its table of contents, as the number is a clue of the book. This book distinguishes itself from other architectural books by its friendly and lighthearted style. It tells the back stories about 39 buildings, such as their historical conditions, anecdotes of their architects, and the secrets of their survival or collapse.



## 一个人的紫禁城

Alone in the Forbidden City

作者：孙克勤

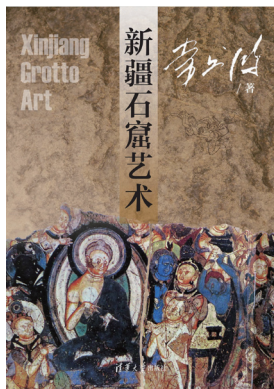
Author: Keqin Sun

ISBN: 9787302480211

Publication Date: 2018-3-1

故宫的一草一木都体现着古代中国的文化精粹，本书用精美的图文带您走进紫禁城的高墙深院，沿着中轴线漫步前三殿、后三宫、御花园，游走东西六宫、宁寿宫、慈宁宫，探访重华宫、漱芳斋、建福宫花园，信步城墙，跨越断虹桥，穿越时空，触摸历史，感受一种前所未有的敬畏与震撼。今天的故宫是一座庞大的博物馆，是收藏中国历代珍宝的地方，更是中国几千年文明的历史见证。

The grass and trees in the Forbidden City all reflect the essence of ancient Chinese culture. With beautiful pictures, this book ushers you into the deep courtyard of the Forbidden City beyond its high wall. By following it, you can stroll along the central axis, through the front three halls, the back three palaces, the imperial garden, and you can wander around and visit the six palaces in the west and east, Ningshou Palace, Cining Palace, Zhonghua Palace, Sufang Yard, and the Garden of Jianfu Palace. Moreover, you can walk on the city wall, cross the broken Hongqiao Bridge, travel through time and space, touch the history, and feel unprecedented awe. Today, the Forbidden City becomes a huge museum, a place to display Chinese treasures from all ages, and a witness to the thousand-year history of Chinese civilization.



## 新疆石窟艺术

## Xinjiang Grotto Art

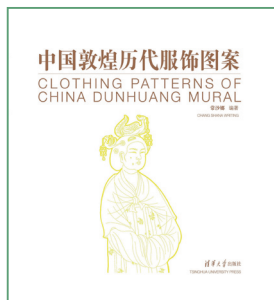
作者: 常书鸿 Author: Shuhong Chang

ISBN: 9787302490692

Publication Date: 2018-3-1

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。季羡林、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.



## 中国敦煌历代服饰图案

## Clothing Patterns of China Dunhuang Mural

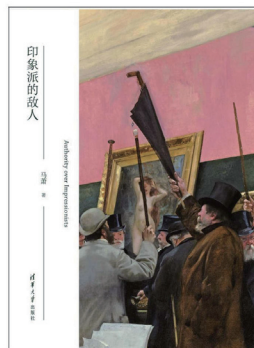
作者: 常沙娜 Author: Shana Chang

ISBN: 9787302494294 1280 RMB

565,000 characters Publication Date: 2018-1-1

本书对敦煌历代图案再作系统的研究和整理。在常沙娜老师的带领下继续按照十六国、北魏、西魏、北周、隋、唐、五代、宋、西夏至元代的时代发展顺序,临摹整理了三百余幅分为九类的服饰图案,包括:头饰图案、手姿(足)图案、动物图案、树木图案、供器图案、宝座图案、火焰纹图案、云纹图案和几何纹图案。

This book studies and synthesizes the re-production of patterns in Dunhuang painting from different dynasties. Under the leadership of Shana Chang, the research team copied more than 300 pieces of clothing, and classified them into nine categories in chronological order, namely Sixteen Kingdoms, Northern Wei, Western Wei, Northern Zhou, Sui, Tang, Five Dynasties, Song, and Xixia to the Yuan Dynasty. These include patterns of headwear, hand (foot) gestures, animal, tree, artifact, thrones, flame, cloud, and geometrics, etc.



## 印象派的敌人

## Authority over Impressionists

作者：马萧

Author: Xiao Ma

ISBN: 9787302465232

Publication Date: 2017-7-1

马萧：清华大学美术学院艺术学博士。目前就职于清华美院艺术史论系。

Xiao Ma: Ph.D. in Art at Academy of Fine Arts of Tsinghua University. He is currently working at the Department of Art History of Academy of Fine Arts, Tsinghua University

在欧洲艺术史上，印象派的产生成为了新旧两个时代的分水岭。印象派之后，现代艺术脱离了以再现对象为目的的传统形式，变得自由丰富。但是，在印象派的强烈光环之下，人们往往忽略了与之分享同一时代的学院派画家。本书瞩目于19世纪下半叶的法国学院艺术，主要使用图像学、阐释学以及文献法，通过对当时法国学院的代表人物和重要作品的解读和梳理，简介学院作为一个艺术机构的基本情况，同时探讨其在社会转型期承担的重要职能。具体到艺术史的层面，本书对学院中风格技法观念的演变、学院艺术家之间的关系、他们与独立艺术家共同构成的艺术生态进行了广泛的讨论，以期再现一种相互影响、相互渗透的历史语境。

In the history of European art, the emergence of Impressionism has become a watershed between the old and the new age. After the Impressionism, modern art diverges from the tradition of reproducing objects, and becomes free and prolific. However, under the strong aura of Impressionism, people tend to ignore the academic painters in the same era. This book focuses on the art of French academies in the second half of the 19th century. By using the methods of iconography, hermeneutics and literature review, it interprets and reviews the representative figures and important works of French art academies at that time, introduces their basic conditions, and explores their important functions in the social transition period. In terms of art history, this book extensively discusses the evolution of style and techniques in the art academies, the relationship between the academic artists, and the artistic ecology they have formed with independent artists, in order to reproduce the historical context with mutual influence and mutual penetration.



## 陶艺五讲（传统工艺与现代设计系列丛书）

Five Lectures on Ceramics  
(Traditional Crafts and Modern Design Series)

作者：陈健捷

Author: Jianjie Chen

ISBN: 9787302464464

Publication Date: 2017-10-1

陈健捷：毕业于清华大学美术学院陶瓷艺术设计系。陶艺作品参加国内外陶艺展览20余次，发表陶艺论文20篇，出版著作《陶瓷印模装饰》。

Jianjie Chen: She graduated from the Ceramic Art Design Department of the Academy of Arts and Design, Tsinghua University. Her ceramic works have been exhibited on more than 20 ceramic art exhibitions at home and abroad. She has published more than 20 papers and a book Ceramic Impression Decoration.

陶艺很悠久，一件件器物，娓娓道来从新石器时代到明清，古代中国的文明和审美；陶艺很乡土，行万里路，看陶工默默地守一方水火土，转器为生，自得其乐；陶艺很亲切，与我们相伴的杯碗瓶罐，自有它的前生与今世；陶艺很前卫，艺术大师罗丹、高更到毕加索玩着陶艺，就打开了现代陶艺之路；陶艺很设计，别出心裁的釉色、形态、纹样、肌理以美打动人心；《陶艺五讲》用深入浅出的语言和500余张精美的图片，带您全面领略不同时代、不同地域陶艺之美。

Ceramic art has a long and profound history. Various ceramic artifacts represent the civilization and aesthetics of ancient China from the Neolithic Age to the Ming and Qing Dynasties. Ceramics embodies the local culture. On the vast territory of China, potters enjoy the meticulous work of transforming water, fire and earth into pottery; ceramics is also close to life, as the cups and jars around us all have their own stories; ceramics is avant-garde, as art masters Rodin, Gauguin and Picasso are all fans of pottery as they pioneered the road for modern ceramic art road; ceramics is stylish, as its ingenious glaze, shape, pattern, texture can touch people's heart. With simple language and more than 500 beautiful pictures, this book gives you a panoramic view of the beauty of ceramics in different eras and regions.



## 百扇语意

## The Meaning of Hundreds of Fans

作者：陈辉

Author: Hui Chen

ISBN: 9787302501169

Publication Date: 2018-5-1

陈辉：清华大学美术学院教授，博士生导师，学院学术委员会委员。作品被中国国家博物馆、中国美术馆、中国国家大剧院、浙江美术馆等相关部门收藏。

Hui Chen: Professor, PhD Candidate Advisor and Member of Academic Committee in Academy of Arts & Design, Tsinghua University. His works are collected by institutes such as National Museum of China, National Art Museum of China, National Centre for the Performing Arts, Zhejiang Art Museum.

扇面形式独特，画意诗韵无限。小可尽精微入雅趣，大可咫尺浩瀚千里。本书汇编了画家陈辉十多年来记录生活、感悟自然、以心接物的扇面绘画，并选配了他在艺术教育和艺术生活方面的感受和洞见。本书不仅是视觉艺术和个性语言的绝妙结合，更是传统中国绘画和现代创新思维的和谐再造。

Fans provide a special platform for paintings and poetry. It is a place to indulge in fine-tuned interest, and to construct a universe with a few strokes. This book is a collection of Hui Chen's fan paintings in the past ten-odd years, an artistic record of his life experiences and feelings and insights on nature and the world. The words accompanying each painting reflect the Chen's thoughts on arts, education, inspiration and life. This collection is not only a ingenious combination of beautiful arts and prose, but also a reinvention of traditional Chinese arts in modern days.



## 艺术品鉴赏 (上)

## Art Appreciation (Volume 1)

作者: 邹靖

Author: Jing Zou

ISBN: 9787302494409

Publication Date: 2018-3-1

《艺术品鉴赏》以时间为经，以艺术品的分类为纬，分门别类、周到细致地对不同艺术品的产地、特色、收藏价值、真伪鉴别进行叙述，让收藏者能够深入地了解不同艺术品的独特魅力。全书以深入浅出的文字介绍，实用易行的鉴赏指南带您进入异彩纷呈的艺术品世界，从青铜、陶瓷、玉器、书法、绘画、服饰、杂项等中国古代艺术品的七大类别，从文化背景、类型、特色与价值等几个方面进行了深入的阐述、分析与解读。让每一种艺术品的特色在娓娓道来的文字当中和精美图片衬托下，显得引人注目。

The book *Art Appreciation* takes time as the vertical line, and the classification of artworks as the horizontal line. It classifies the artworks and meticulously describes their origin, characteristics, collection value and the methods for identifying their authenticity, so that collectors can deeply understand the unique charm of various artworks. This is a practical and ready-to-use guidebook for art appreciation, which can usher you into the world of various kinds of art with simple language. It categorizes artworks into seven groups, namely bronze, ceramics, jade, calligraphy, painting, costumes, and miscellaneous items, and interprets these artworks from the perspectives of cultural background, categories, characteristics and values. The language and beautiful pictures of this book also help fully demonstrate the charm of each artwork.





## 艺术品鉴赏(下)

## Art Appreciation (Volume 2)

作者: 邹靖

Author: Jing Zou

ISBN: 9787302494416

Publication Date: 2018-3-1

《艺术品鉴赏》以时间为经,以艺术品的分类为纬,分门别类、周到细致地对不同艺术品的产地、特色、收藏价值、真伪鉴别进行叙述,让收藏者能够深入地了解不同艺术品的独特魅力。全书以深入浅出的文字介绍,实用易行的鉴赏指南带您进入异彩纷呈的艺术品世界,从青铜、陶瓷、玉器、书法、绘画、服饰、杂项等中国古代艺术品的七大类别,从文化背景、类型、特色与价值等几个方面进行了深入的阐述、分析与解读。让每一种艺术品的特色在娓娓道来的文字当中和精美图片衬托下,显得引人注目。

The book *Art Appreciation* takes time as the vertical line, and the classification of artworks as the horizontal line. It classifies the artworks and meticulously describes their origin, characteristics, collection value and the methods for identifying their authenticity, so that collectors can deeply understand the unique charm of various artworks. This is a practical and ready-to-use guidebook for art appreciation, which can usher you into the world of various kinds of art with simple language. It categorizes artworks into seven groups, namely bronze, ceramics, jade, calligraphy, painting, costumes, and miscellaneous items, and interprets these artworks from the perspectives of cultural background, categories, characteristics and values. The language and beautiful pictures of this book also help fully demonstrate the charm of each artwork.

清华大学艺术博物馆  
展览丛书Collection of Books of  
Opening Exhibitions in  
Tsinghua Art Museum

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。藏品绝大多数来自美术学院自1956年以来历年的收藏，以及校友及社会贤达的捐赠。

The Tsinghua University Art Museum currently boasts more than 13,000 items in six categories: painting and calligraphy, embroidery, ceramics, furniture, bronze and miscellaneous items. The majority of this collection comes from the collection of the Academy of Fine Arts since 1956, as well as the donations of alumni and social celebrities.

冯远：中国画家、美术教育家。现任清华大学艺术博物馆馆长，中央文史研究馆副馆长，中国文学艺术界联合会副主席、中国美术家协会副主席、清华大学美术学院名誉院长、博士研究生导师。

Yuan Feng: Chinese painter and art educator. He is currently the curator of the Art Museum of Tsinghua University, the deputy director of the Central Literature and History Research Institute, the vice chairman of the Chinese Federation of Literary and Art Circles, the vice chairman of the Chinese Artists Association, the honorary dean of the Academy of Fine Arts of Tsinghua University, and a doctoral supervisor.



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A Genius' Heart - Dongwang Xin' s Art Exhibition



## 回归·重塑——布德尔与他的雕塑艺术

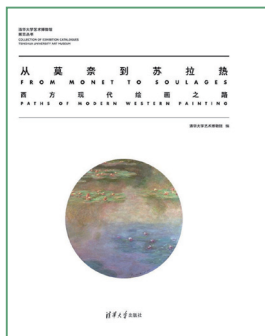
## Antiquity into Future--Bourdelle and His Sculptures

ISBN: 9787302487364

Publication Date: 2017-11-1

安托万·布德尔生于1861年，1929逝世，是法国著名雕塑家、画家和教育家。作为罗丹得力的助手和挚友，布德尔的雕塑受罗丹美学思想的影响，但他最终开拓出一条独具个人风格的艺术道路。《回归·重塑——布德尔与他的雕塑艺术》收录了由布德尔博物馆收藏的40余件青铜作品和两幅画作，以及40余件素描和老照片等，重新审视了布德尔的创作杰作。

Antoine Bourdelle was born in 1861 and died in 1929. He is a famous French sculptor, painter and educator. As an assistant and a friend of Rodin, even though Bourdelle's sculpture was influenced by Rodin's aesthetic thinking, he eventually developed a unique artistic style. The book *Antiquity into Future--Bourdelle and His Sculptures* contains more than 40 bronze works and two paintings collected by the Bourdelle Museum, as well as more than 40 sketches and old photographs, all of which can help us appreciate Bourdelle's masterpieces.



## 从莫奈到苏拉热：西方现代绘画之路

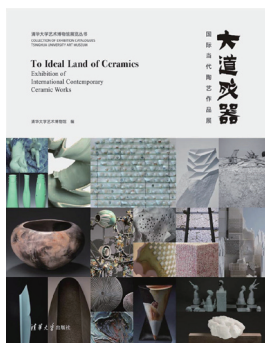
## From Monet to Soulages: Paths of Modern Western Paintings

ISBN: 9787302487333

Publication Date: 2017-11-1

《从莫奈到苏拉热：西方现代绘画之路》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。

The book *From Monet to Soulages: Paths of Modern Western Paintings* collects 51 treasures of western art with different styles. These artworks are collected by the St. Etienne Museum of Modern and Contemporary Art and are presented at Tsinghua University Art Museum in an exhibition with the same name of this book. They represent the progress of western art for more than one hundred years, from the early 19th century to the second half of the 20th century. This exhibition gathers the works of many maestri in western countries, such as Courbet, Monet, Matisse, Picasso and Soulages.



## 大道成器——国际当代陶艺作品展

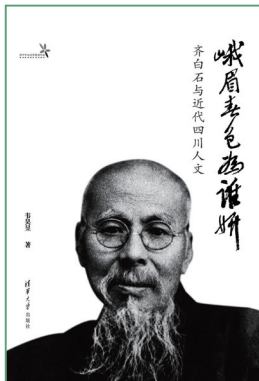
## To Ideal Land of Ceramics – Exhibition of International Contemporary Ceramic Works

ISBN: 9787302499299

Publication Date: 2018-4-1

“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。

The Exhibition *To Ideal Land of Ceramics – Exhibition of International Contemporary Ceramic Works* is sponsored by the National Art Foundation and hosted by the Tsinghua University Art Museum. The exhibition invites 70 influential ceramic artists from home and abroad to show their craftsmanship of ceramics, which is closely related to the development of human civilization and has a unique position in contemporary culture.



## 峨眉春色为谁妍——齐白石与近代四川人文

Spring in Emei Mountain - Qi Baishi and Modern Humanities of Sichuan

韦昊昱：四川大学文学和历史学双学士，目前在清华大学美术学院艺术史论系攻读硕士学位，师从陈池瑜教授。

Haoyu Wei: Double Bachelor Degrees in Literature and History at Sichuan University. He is currently a postgraduate in Art History at Tsinghua University, under the supervision of Professor Chiyu Chen.

齐白石一生经历与四川人文风物有着诸多联系交集。本书是目前学术界第一部集中探讨齐白石与近代四川人文艺术关系的研究专著，对一些稀见史料与史实细节，逐一进行了发掘、整理与考释，并首次纠谬现有研究中一些有悖史实的描述。笔者力图坐实齐白石生平交游的史实过往，重构齐白石的社交关系和艺术思想，见证这位“砚田老农”在被波诡云谲的时代漩涡裹挟之下的人生抉择与命运沉浮。同时进一步理清齐派艺术在西南地区的传播源流，折射出外来艺术对川渝本土艺术的冲击与融合，展现出民国时代北平（北京）与四川两地极为密切的文化联系。

Qi Baishi's life experience has many connections with Sichuan people and places. To date, this book is the first academic study on the relationship between Qi Baishi and modern Sichuan humanities and art. It has explored, organized and interpreted some rare historical materials and historical details. For the first time, this study points out some errors in previous studies that are against historical facts. The author intends to verify facts of Bai Qi's life, reconstruct the social relationship and artistic thoughts of him, and reproduce his life principle of "farming in ink and wash painting" in the turbulence of the times. At the same time, this book further clarifies the spread of the school of Qi's art in the southwest region, reflects the impact of external art on the local art of Sichuan and Chongqing, as well as their integration with each other, and shows the close cultural connection between Peking (Beijing) and Sichuan in China's Republican period.



科普 少儿教育

Popular Science and Children's Books



## 中国传统文化绘本 A Picture Book of Traditional Chinese Culture

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

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

本套丛书共6册 The series consists of 6 volumes:

年除夕 Chinese Traditional Culture Picture Book: Chinese New Year's Eve (ISBN: 9787302473558)

灶王爷 Chinese Traditional Culture Picture Book: The Kitchen God (ISBN: 9787302473541)

飞来峰 Chinese Traditional Culture Picture Book: Flying Mountain (ISBN: 9787302473572)

哪吒闹海 (ISBN: 9787302473565)

Chinese Traditional Culture Picture Book: Nezha Conquers the Dragon King (ISBN: 9787302473565)

门神钟馗 Chinese Traditional Culture Picture Book: Door God Kui Zhong (ISBN: 9787302483786)

送子娘娘 Chinese Traditional Culture Picture Book: Goddess Baby-Bestower (ISBN: 9787302473534)





## 郑和西洋大冒险（共4册）

Zheng He's Western Adventure (4 Volumes)

《郑和西洋大冒险》共四册，讲述了一名13岁的当代少年清江水无意中捡到一个神奇的时光定位钟之后，穿越到公元15世纪、中国明朝，巧遇“大航海时代”的先驱郑和的故事。郑和当时正率领世界上最强大的海上舰队开启七下西洋的伟大航程，清江水凭借自身出色的智慧和过人的谋略，成为郑和的小谋士，帮郑和船队一路平定各国的战乱与纷争、剿灭索马里海盗。

The series Zheng He's Western Adventure includes four volumes, which tell stories about a 13-year-old teenager called Clear Water (Qing Jiangshui) inadvertently picks up a magical clock and travels back to the 15th century AD. There, he meets Zheng He, the pioneer of the Age of Great Discoveries in Ming Dynasty, who is leading the largest ships in the world on seven great voyages of exploration to the lands around the western ocean. With his outstanding intelligence and extraordinary strategies, Clear Water becomes a young counselor for Zheng He, helping him pacify conflicts and settle disputes with other countries, and annihilate Somali pirates on their route.

彭绪洛：少儿探险文学领军人物，儿童文学作家、探险家、儿童阅读推广人。作品有《兵马俑复活》《穿越玄奘西游》《郑和西洋大冒险》《楼兰古国大冒险》《我的探险笔记》、“少年冒险王”系列等。有多部小说被改编成影视剧和舞台剧。

Xuluo Peng: He is a leading figure in children's adventure literature, a writer of children's literature and a promoter of reading activities for children. His works include Resurrection of Terracotta Warriors, Traveling with Xuanzang's to the West, Zheng He's Western Adventure, The Adventure in Loulan Kingdom, Notes of My Adventures and The Young Adventurer series. Many of his novels have been adapted into films and stage plays.

郑和西洋大冒险（1）神秘船（ISBN: 9787302477631）  
Zheng He's Western Adventure I: The Secret Ship  
(ISBN: 9787302477631)

郑和西洋大冒险（2）海盗旗（ISBN: 9787302477648）  
Zheng He's Western Adventure II: The Pirate Flag  
(ISBN: 9787302477648)

郑和西洋大冒险（3）假国师（ISBN: 9787302477655）  
Zheng He's Western Adventure III: The Fake Master  
(ISBN: 9787302477655)

郑和西洋大冒险（4）黑头鸟（ISBN: 9787302477662）  
Zheng He's Western Adventure IV: The Bird with a Black Head  
(ISBN: 9787302477662)

## 豆豆妈妈系列图书

Book Series of Doudou's Mama

王宏：北京师范大学心理学学士、硕士，国家二级心理咨询师

Hong Wang: She is bachelor and master of psychology at Beijing Normal University as well as a national second-level psychological consultant.

钟思嘉：美国俄勒冈大学教育心理学博士，浙江师范大学教师教育学院特聘专家。

Dr. Sijia Zhong, doctor of educational psychology at University of Oregon (UO), and also a specially recruited expert at College of Teacher Education of Zhejiang Normal University



## 儿童时间管理训练手册（升级版）：

30天让孩子的学习更高效

Training Manual for Children's Time Management (Updated Version): Getting More Efficient in 30 Days

作者：钟思嘉、王宏、李飞、雨露

Author: Sijia Zhong, Hong Wang, Fei Li, Lu Yu

ISBN: 9787302500964

Publication Date: 2018-5-1

《儿童时间管理训练手册——30天让孩子的学习更高效（升级版）》根据孩子的心理特点，针对4~18岁孩子提出30天儿童时间管理训练方案。该方案分为四个步骤，简称“一立三高”，分别是建立时间观念、提高做事速度（快）、提高做事准确度（准）、提高做事效率（快而准）。按照“一立三高”的训练流程，帮助孩子制定“三表一录”（时间表、星星表、礼物表、美言录），其核心是把家长的期望转化为孩子的目标，帮助孩子快快乐乐地完成作业——搞定一切还能玩！

Based on children's psychological characteristics, the book proposes a 30-day training program of time management for children aged 4-18. The program is divided into four steps: develop a sense of time, improve the speed (fast), accuracy (accurate) and efficiency (fast and accurate) of doing things. According to the training process, the book will help children formulate three tables and one record (a time table, a star table, a reward table, a complement record) sheet to turn parent's expectations into children's goals and help children complete their tasks happily – Getting everything done and enjoy your playtime!



## 儿童时间管理效能手册

——30天让孩子的学习更主动

Efficiency manual for Children's Time Management: Getting More Proactive in 30 Days

作者：王宏、钟思嘉 Author: Hong Wang, Sijia Zhong

ISBN: 9787302474692 Publication Date: 2017-6-1

本书结合“父母效能”的理念和“儿童时间管理训练”的技巧，帮助父母在“驱力型”教育指导下，微调“三表一录”，有效达到教育目标——近期提高孩子做事效率、远期培养有责任感的孩子。

The book combines the concept of “efficient parenting” and the training of “children’s time management” and help parents to properly adjust the “tables and record sheet” for “motivating education”, so as to effectively reach educational goals, that is, to improve children’s efficiency in the short run and nourish children with sense of responsibility in the long run.



## 儿童时间管理亲子手册

——30天让孩子的学习更快乐

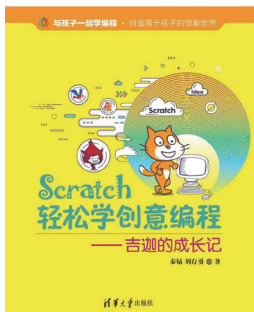
Parenting Manual for Children's Time Management: Getting Happier in 30 Days

作者：李飞、钟思嘉 Author: Fei Li, Sijia Zhong

ISBN: 9787302476665 Publication Date: 2017-8-1

本书通过一个一个生动有趣的小故事把父母效能的六大魔法呈现出来，家长和孩子可以一起阅读。孩子读了，感觉有趣的同时可以学会一些解决问题的方法。家长读后可以轻松掌握：孩子行为目的魔法，家长情绪管理魔法，积极倾听魔法，沟通魔法，鼓励魔法和培养孩子责任感魔法。掌握了六大魔法，不仅可以建立和谐的亲子关系，还能提高孩子的自我管理力。

The book presents the six magical effects of parenting with fun stories. Parents and children can enjoy this book together. For children, it's fun to read the book while improving their problem-solving ability; for parents, it helps them to grasp the magic of understanding the behavior of their children, mood managing, active listening, effective communication, encouragement and developing children's sense of responsibility. Having acquired these skills, parents will not only establish a harmonious parent-child relationship, but also help improve children's self-management ability.



## Scratch轻松学创意编程

——吉迦的成长记（与孩子一起学编程）

Creative Programming with Scratch—the  
Growing Experience of Giga (Programming  
with Your Child)

作者：秦婧、刘存勇

Author: Jing Qin, Cunyong Liu

ISBN: 9787302501725

Publication Date: 2018-5-1

Scratch是一款可视化编程工具，集编程语言、运行环境以及效果展示功能为一体。它具有开放式的学习环境，适合各个年龄段的读者来学习和提高编程技能。全书共9课，以吉迦闯关成长经历为题材，涵盖了6个故事情节，分为基础篇和提高篇。在基础篇中介绍Scratch编程的基础知识，并结合每课的内容提供了相应的实例；在提高篇中通过编程实现多个综合性的实例作品，以提高读者综合运用数学、物理、地理等知识的能力和创新能力。每个实例都提供了视频效果展示和讲解。

Scratch is a visual programming tool that integrates the programming language, operating environment and effect display. With an open learning environment, Scratch is suitable for people of all ages to learn and improve programming skills. This book allows readers to learn about programming together with Giga, the main character, in the process of growing up and overcoming difficulties. The book consists of 9 lessons in 6 stories, and it is divided into two volumes: elementary and advanced. The elementary volume introduces the basic knowledge of Scratch programming and provides corresponding examples for each lesson. The advanced volume uses multiple comprehensive examples to improve readers' ability of applying mathematics, physics, geography and other knowledge, and to develop their innovation ability. Each example is demonstrated with video and explanation.



## 和小猫一起学编程 ——超好玩的Scratch 2.0

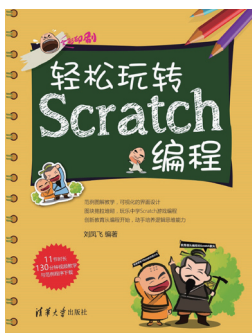
Study Programming with the Kitten  
— Super Fun Scratch 2.0

作者：方其桂 Author: Qigui Fang

ISBN: 9787302494508 Publication Date: 2018-4-1

本书以Scratch 2.0为设计工具，共分9章内容，从易到难，从基础到综合实战，详细讲解了Scratch 2.0创意编程知识，带领孩子们和小猫一起交朋友、做运动、学画画、讲故事、学唱歌、做算术、玩游戏、搭积木、做练习(综合练习)，通过Scratch指令积木的“堆砌和搭建”，轻轻松松玩转Scratch 2.0进行创意编程。

The book meticulously explains the creative programming knowledge by using Scratch 2.0 as a design tool. It is divided into 9 chapters, from easy to difficult, and from basics to comprehensive practices. It guides children to make friends with the kitten, and together they can do physical exercise, learn to draw and sing, tell stories, do arithmetic, play games, build blocks, and do comprehensive exercises. By piling and building the blocks that Scratch required, children can learn creative programming with Scratch 2.0 easily.



## 轻松玩转Scratch编程

Scratch Programming for Everyone

作者：刘凤飞 Author: Fengfei Liu

ISBN: 9787302475941 Publication Date: 2017-8-1

本书从介绍Scratch软件的功能和界面入手，针对Scratch中的每一个程序块进行实例讲解并以一个个游戏项目作为实战案例，详细地讲解了每一个项目的分析过程、角色安排、程序制作，以及完成后的排错、改进思路和方案。为了让项目逼近生活，最后还讲解了高阶项目——植物大战僵尸。本书内容非常全面，从每一个程序块入手进行讲解，并结合实例分析，适合完全没有接触过编程的家长 and 小朋友阅读。

The book starts from the features and interface of the Scratch software. It explains each program block in Scratch, uses game project as a practical case, and explains in detail the analysis process, character design, program production, as well as debugging, optimization and solutions after completing the project. The last part is an advanced-level project—Plants vs. Zombies, a practical application of the knowledge. The content of this book is very comprehensive, which starts from expounding each program block and extends to case analysis. It is suitable for parents and children who have no experience of programming.

## STEM教育丛书

STEM Education Series

机器人的推广，就如同电脑的普及一样，我们的未来离不开机器人，机器人将无处不在。学习机器人，并不是要将学生全部培养成机器人的专家，而是让学生掌握科技的发展。本丛书作为STEM教育的一个探索，抛开了机器人比赛的模式，通过大量案例让学生掌握这一工具并在各个学科的学习中发挥作用。

The promotion of robots is just like the popularization of computers. Robots will become an inseparable part in our future. The purpose of teaching robotics is not to train students into experts but to follow up on the development path of science and technology. The book series represents a useful exploration of STEM education. Instead of focusing on the robot competitions, it provides abundant cases and aims to help students master this tool and make use of it in their study in various fields.



### VEX IQ机器人结构设计 (STEM教育丛书)

### The Structural Design of VEX IQ Robots (STEM Education Series)

作者：郑剑春

Author: Jianchun Zheng

ISBN: 9787302464082

Publication Date: 2017-4-1

VEX IQ是一款国际上广泛使用的机器人产品，目前每年都有相关的国际比赛，正日益受到中国学生和家长的关注。这款产品不仅可以参与众多的比赛项目，更重要的是它适合在学校开设系统的课程，适合中小學生入门使用。本书选用VEX IQ机器人器材，系统讲述机器人设计过程。全书以学生活动项目为主线，通过完成一系列有趣的项目，使学生掌握机器人设计的基础知识。

VEX IQ is a popular robot around the world and international tournaments on VEX IQ are held everywhere and every year. This robot has attracted increasing attention of Chinese students and their parents. It is not only suitable for competitions, but more importantly, it can be used for the teaching in primary and secondary schools. This book systematically describes the design process of VEX IQ as the example and instructs students to acquire the basics of robot design by completing a series of interesting projects.





## 用MODKIT玩VEX IQ (STEM教育丛书)

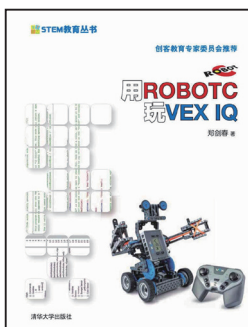
MODKIT for VEX IQ (STEM Education Series)

作者: 郑剑春 Author: Jianchuan Zheng

ISBN: 9787302464075 Publication Date: 2017-4-1

图形化编程是近年来流行的一种程序设计方式,它降低了程序设计的门槛,还降低了学生学习程序设计的年龄。Modkit for VEX-Editor正是一款适合学生使用的图形化编程软件。这一软件虽然简单但功能却十分强大,它避免了许多机器人控制软件的不足,编程过程明确,可以准确地对机器人进行控制,是一款不可多得的设计软件。

In recent years, graphical programming has become a popular method of program design, which requires little background knowledge and is comprehensible to students of young age. Modkit for VEX-Editor is such a software for students. Simply as it is, the software is so powerful that it avoids the shortages of many robot-controlled software. It is a unique software that can accurately control robots with clear programming process.



## 用ROBOTC玩VEX IQ (STEM教育丛书)

ROBOTC for VEX IQ (STEM Education Series)

作者: 郑剑春 Author: Jianchun Zheng

ISBN: 9787302464105 Publication Date: 2017-4-1

ROBOTC软件由卡内基梅隆大学机器人学院开发,它源于C语言,在中学生机器人比赛中有十分广泛的应用,LEGO、VEX、Arduino等类型的机器人都可采用这一软件。学习ROBOTC,可以使我们以机器人为平台掌握文本编程软件的使用,获得C语言的编程能力。在调试方面,用ROBOTC编写的程序控制机器人会更加准确,并具有实时调试功能,为机器人的多任务、多媒体等新特性方面提供了良好的支持。

The ROBOTC is developed by the Robotics Institute at Carnegie Mellon University. It originated from the C language and is widely used in the middle school student robot competitions. This software can be applied to LEGO, VEX, Arduino and other types of robots. ROBOTC can acquaint us with text-programming software and C language by programming with robots. In terms of debugging, the program written by ROBOTC can control robots more accurately and realize real-time debugging. This will support robots to complete new tasks such as multitasking and multimedia.



## 慧玩科学——让学生着迷的200个科学游戏

Play with Science - 200 Enchanting Science Games for Students

作者：马立涛

Author: Litao Ma

ISBN: 9787302494553

Publication Date: 2018-2-1

马立涛：江苏省学会服务中心主任，曾任科学大众杂志社总编辑。

Litao Ma: He is director of the Service Center, Society of Jiangsu and former editor-in-chief of the magazine Popular Science.

这是一本能带同学们进入神奇有趣的科学世界的书。这里有“吞”鸡蛋的玻璃瓶、走“钢丝”的水、捅不破的纸、不怕摔的鸡蛋、“困在”水里的光、“吃”色彩的纸盒、“吵架”的气球、不怕火烧的棉手帕……对了，你还有两根“贪财”的手指，抓着硬币不肯松手。每个神奇实验的背后都隐藏着简单的科学原理，让你在惊奇之余恍然大悟。

This book will usher you into the magical and interesting world of science. There are glass bottles that "swallow" eggs, water that can walk on "tightropes", unbreakable paper, uncrackable eggs, light "trapped" in the water, paper boxes that "eat" color, "arguing" balloons, inflammable cotton handkerchief, etc. Moreover, you have two "greedy" fingers, holding the coins and never letting them go. Behind each magical experiment, there is a simple scientific principle, which would suddenly enlighten you after your amazement.





## 探秘机器人王国

## Uncovering Secrets of the Robotics Kingdom

作者：蔡自兴、翁环

Author: Zixing Cai, Huan Weng

ISBN: 9787302495901

Publication Date: 2018-4-1

本书是一本以机器人学、人工智能知识和技术为中心内容的科普及科幻长篇小说。书中通过形象与连续的故事和插图，介绍机器人的发展历史、基本结构与分类，工矿业与农林业、空间与海洋探索、国防与安保、医疗卫生、家庭服务、文化娱乐、教育教学等方面的应用，“机器人化”智能制造工厂、未来宇宙开发和星际航行以及发展方向等。此外，还展望了其他一些新技术或潜在高新技术的未来应用。

The book is a science fiction based on the knowledge and technology of robotics and artificial intelligence. With vivid and continuous stories and illustrations, it introduces the development, basic structure and classification of robot and its applications in industrial and mineral, agriculture and forestry, space and ocean exploration, national defense and security, medical and health, family services, culture and entertainment, education and teaching. It also expounds the "robotized" intelligent and their development trend in manufacturing plants, future space development and interplanetary navigation, etc. Moreover, the book looks to the future application of some new and high-tech technologies.



## 量子世界巡游记：来自宇宙的洪荒之力

### Vista of the Quantum World: Immense Power from the Universe

作者：跃钢

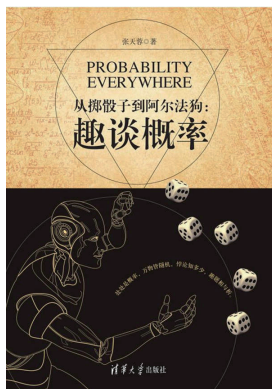
Author: Gang Yue

ISBN: 9787302478478

Publication Date: 2018-2-1

本书以钟子丹、远山、远见、任紫欣等人物为主线，用生活故事连载小说的形式将读者引进量子世界，循序渐进地直观介绍了量子力学、量子纠缠、引力波等量子理论的知识。本书线索紧密，文字风趣不生涩，而且对读者的物理基础要求不高。书中最引人入胜的是所配的插图均是具有专业量子物理背景的画家手绘，所以能深入浅出，让读者一目了然。本书特别适合于中学生和对量子理论感兴趣的广大读者入门阅读。

Following the main characters Zidan Zhong, Yuanshan, Yuanjian and Zixin Ren, readers will enter a world of quantum depicted in this novel. On this journey, readers will acquire knowledge about quantum mechanics, quantum entanglement, and gravitational wave and other quantum knowledge step-by-step. This book features intriguing storyline and clear yet humorous language, thus requiring little background knowledge from the readers. The most fascinating things about this book are the illustrations drawn by artists with quantum physics background, which can be understood by readers easily. The book is especially suitable for secondary school students and readers who are just beginning to study quantum theory.



## 从掷骰子到阿尔法狗：趣谈概率

Probability Everywhere: from Dice to AlphaGO

作者：张天蓉

Author: Tianrong Zhang

ISBN: 9787302492085

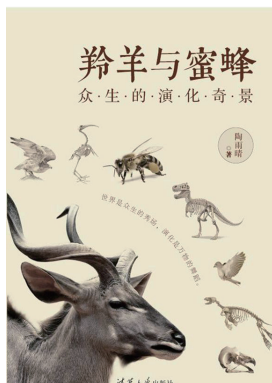
Publication Date: 2018-5-1

张天蓉：科普作家。美国德州奥斯汀大学理论物理博士。

Tianrong Zhang: She is a writer of popular science, as well as a doctor of theoretical physics of University of Texas at Austin.

一切都在变化，一切都难以确定，世界可以说是由变量构成，人人都有必要学点概率论，把世界看的更清晰。书中介绍的著名趣味概率问题包括赌博点数分配问题、赌徒谬误、高尔顿钉板、几何概型悖论、酒鬼漫步、德国坦克问题、博士相亲、中国餐馆过程等。通过讨论这些简单有趣的例子，让读者了解概率统计中的重要概念，诸如随机变量、期望值、贝叶斯定理、大数定律、中心极限定理、马尔可夫过程、深度学习等等。

Everything is changing and unpredictable, so the world is made up of variables. It is necessary to learn about the probability theory to better understand the world. The book introduces many well-known questions about probability in vivid and intriguing language, including gambling points distribution, the gambler's fallacy, Galton board, geometric probability paradox, random walk, the German tank problem, the Grain problem, the Chinese restaurant process, etc. By discussing these examples, the book can help readers comprehend important concepts in probability statistics, such as random variables, expectation, Bayes' theorem, law of large numbers, central limit theorem, Markov process, deep learning, etc.



## 羚羊与蜜蜂：众生的演化奇景

### Antelope and Bee: Evolution of All Beings

作者：陶雨晴

Author: Yuqing Tao

ISBN: 9787302500339

Publication Date: 2018-6-1

陶雨晴：笔名红色皇后，果壳网科普文章作者，科学松鼠会成员。

Yuqing Tao: With Red Queen as pen name, she is a writer of popular science on Guokr.com and a member of Songshuhui-Association of Science Communicator.

这本书不同于万物简史，是一本有趣的众生演化书。作者在书里科普了会走路的鱼，会钓鱼的鸟，爱牙膏的白熊，真实世界里的皮卡丘，甚至还详细分析了丑小鸭的可行性。这本书通过羚羊、蜜蜂、恐龙、老鹰、皮卡丘、蚂蚁、西红柿等它们的故事，讲述了大自然奇妙在何处，人类又能从中得到哪些大自然的奇妙。

This book is not a brief history of living creatures, but an interesting story about the evolution of creatures. In this book, the author introduces the fish that can walk, the birds that can fish, the white bear who loves toothpaste, the Pikachu in the real world, and even the possible existence of the ugly duckling. Through stories of antelopes, bees, dinosaurs, eagles, pikachu, ants, and tomatoes, it presents the wonders of nature to the readers.



## 滇金丝猴生活史

## The Life History of Yunnan Snub-Nosed Monkey

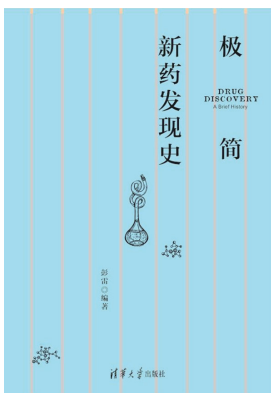
作者：赵序茅 李明 Author: Xumao Zhao, Ming Li

ISBN: 9787302489610

Publication Date: 2018-5-1

《滇金丝猴生活史》记述了中科院灵长类生态学研究组长达14年的研究经历，向公众展现滇金丝猴的神秘世界。本书一改传统的科普形式，不单单对知识介绍，更像一部电影，通过作者的架构，展现滇金丝猴复杂的社会结构和行为模式。

The book narrates the 14-year research of the Primate Ecology Group of Chinese Academy of Science (CAS), which unveils the mysterious life of snub-nosed monkeys to the public. Different from other traditional popular science books which only focusing on solid knowledge, this book unfolds like a movie and reveals in a unique style the complex social structure and behavior patterns of the monkeys.



## 极简新药发现史

## Drug Discovery: A Brief History

作者：彭雷 Author: Lei Peng

ISBN: 9787302472315 49 RMB

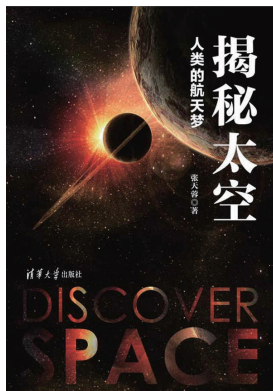
239,000 characters Publication Date: 2018-1-1

彭雷：医学硕士，长期从事生物医药领域研究、成果转化工作。

Lei Peng: He is a master of medicine and has long been engaged in the researches and translating results in the biomedical field.

本书按历史时间顺序，沿着新药发现的脉络，不但介绍了新药从偶然现象、科学实验、临床治疗中被发现，还阐明部分新药发现的合作形式、上市途径，勾画出跨国制药企业伴随新药发现而不断扩张的发展路径。将基础研究、创新成果、产品市场有机地融合在一起，再现了近150个新药发现的历史。

Following a chronological order, the book introduces the discovery of new drugs from accidental phenomena, scientific experiments to clinical treatment, and also elaborates on the cooperation mode and IPO of some new drugs, depicting an overview of the expanding of multinational pharmaceutical companies in the process of developing new drugs. It presents the developing history of 150 new drugs in the perspectives of fundamental researches, innovations and product markets.



## 揭秘太空:人类的航天梦

Discover Space: Flying to the Universe

作者: 张天蓉

Author: Tianrong Zhang

ISBN: 9787302471592

Publication Date: 2017-7-1

张天蓉: 科普作家。美国德州奥斯汀大学理论物理博士。

Tianrong Zhang: She is a writer of popular science, as well as a doctor of theoretical physics of University of Texas at Austin.

本书介绍了人类航天史上一些妙趣横生、震撼人心的故事,从古代的飞天传奇,到世界各大国之间的太空争夺战,使读者对人类的航空航天简史了如指掌。同时还用图文并茂的解释和幽默风趣的语言,引导读者思索星星背后的物理现象,了解天体运行的基本物理规律。让读者体会大自然造物之巧、感受科学之美。作者还在书中讲述了著名的航天器和航天计划,解读其中涉及的基本物理原理和关键技术,引申出对现代航天技术的最新发展和未来展望。

From the ancient legend of flying to modern space battles between countries, the book presents fascinating and overwhelming stories to readers, helping them have an in-depth view of the brief history of human spaceflight. With explanatory illustrations and humorous language, the book guides readers to reflect on the physical phenomenon behind stars and understand the basic physical laws of celestial body. Readers will appreciate the delicacy of natural creations and beauty of science by reading the book. The author also introduces famous spacecraft and space programs, interprets basic physical laws and key technologies involved, and expounds the latest development and prospects for modern space technology.



## 癌症·新知：科学终结恐慌

Frontline Report on Cancer: Science Terminates Panic

作者：李治中（菠萝）

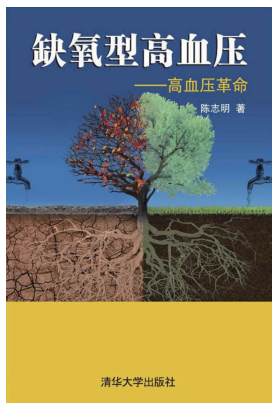
Author: Zhizhong Li (Pineapple)

ISBN: 9787302480105

Publication Date: 2017-9-1

作者希望通过这本书，能把国际上最前沿、科学、靠谱的抗癌知识，以及科学思考的方法分享给所有愿意主动学习的读者，帮助患者和家属少走弯路，找到最佳解决方案。《癌症·新知：科学终结恐慌》内容很丰富，干货满满。既有理论分析，又有实用指南。比如，你会了解到：为什么人可以和癌细胞共存？美国癌症死亡率逐年下降的秘诀是什么？国际最前沿的免疫疗法有哪些？对什么癌症有效？用靶向药物为什么会出现耐药？应该怎么办？患癌后，应该首先问医生哪些问题？面对癌症，最大的威胁往往不是疾病本身，而是患者和家属在恐慌状态下做出错误的选择。这本书定能消除您的恐慌，帮助您做出正确的选择。《癌症·新知：科学终结恐慌》语言幽默诙谐、阅读快感一如既往。不是有一种说法：郁结的时候吃点甜食，心情会好起来，此书就是那样的“甜食”。

The author hopes to share the most cutting-edge, scientific and reliable anti-cancer knowledge and scientific methods around the world to all readers who are willing to learn more about cancer, thus helping patients and their families to avoid detour and find the best solution. Frontline Report on Cancer: Science Terminates Panic is abundant in useful information and solid evidence, containing both theoretical analysis and practical guidance. In this book, you can find answers to the followings questions: Why can human coexist with cancer cells? What is the secret of the annual decline in cancer mortality in the US? What are the most advanced immunotherapy in the world and what cancers are they effective to? Why does drug resistance occur in targeted drugs and what are the solutions? After diagnosis, what is the first question you should ask? In the face of cancer, the biggest threat is often not the disease itself but the wrong choices made by patients and their family in panic. The book will definitely terminate your panic and help you make the right choice. It is a pleasant experience to read the book thanks to its humorous language. People always say that desserts will make you feel better when you are depressed. The book is such a dessert for you.



## 缺氧型高血压——高血压革命

## Hypoxic Hypertension—the Revolution of Hypertension

作者：陈志明

Author: Zhiming Chen

ISBN: 9787302485407

Publication Date: 2017-11-1

陈志明：博士，原为台湾知名建筑师，因父亲突然死于心肌梗塞，35岁去新西兰念基因工程学和分子生物学，立志找出预防心血管疾病的方法，并进一步发现慢性缺氧的新机制。

Dr. Zhiming Chen: famous architect in Taiwan. After his father suddenly died of a heart attack, he went to New Zealand at the age of 35 to study genetic engineering and molecular biology. He is determined to find solutions to prevent cardiovascular diseases and to further discover new mechanism of chronic hypoxia.

本书作者创造性地提出缺氧型高血压的新概念，指出高血压形成的根本原因是“血压不足”，对主流医学观念提出挑战。作者发现降压西药设计存在先天性的缺陷，只适合“救急”。据大量文献报道，若患者长期服用降压西药，有引发心力衰竭、肾衰竭、癌症的风险。作者借鉴中医草本治病的思路，提出逆转高血压的治本之道，对防治缺氧型高血压很有帮助。

The author creatively proposes a new concept of hypoxic hypertension and points out that the root cause of hypertension lies in “insufficient blood pressure”, thus challenging the mainstream concepts in the medical community. He found out a congenital defect in the design of western medicine for reducing blood pressure, which is only suitable for emergency treatment. According to numerous documents, patients who take the medicine regularly usually suffer from high risks of heart failure, kidney failure and cancer. Therefore, the author puts forward a method borrowing from traditional Chinese medicine to reverse hypertension and treat the root cause, which is proven to be very effective in preventing and treating hypoxic hypertension.





## 人类学+：科学的B面

## Anthropology+: B Side of Science

作者：眠眠

Author: Mian Mian

ISBN: 9787302502043

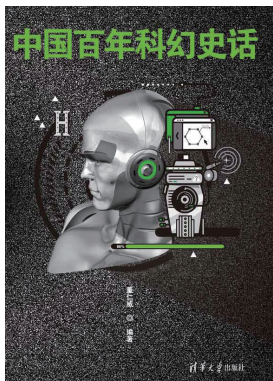
Publication Date: 2018-6-1

眠眠：知乎科技历史领域达人，走遍半个地球，为你揭秘人类史不为人知的一面。

Mian Mian: A Zhihu Influencer in science and technology and history. He travels through half of the planet, and will unveil the unknown human history for you.

《人类学+：科学的B面》是一本从科普的角度，讲述关于人类学的一些冷门故事和罕见历史。它注重于人类学和其他相关学科的交叉，比如考古学、生物学、医学、社会学等等。简单地说，人类学就是研究人类本身的一个学科，同时关注人类的生物性和社会性，特别是人类各种特性的来源及其演变过程。在作者有如纪录片导演般的引领下，读者可以如同身临其境一般，亲历各种事件的来龙去脉，并从中了解相关的学科知识。

The book narrates stories and history in anthropology known by little people. As a popular science book, it focuses on the intersection of anthropology and other relevant disciplines, such as archaeology, biology, medicine, sociology, etc. Simply put, anthropology is a study of human beings, while paying attention to their biological and social nature, especially the sources of human characteristics and their revolution. With the stories unfolding like a documentary, readers can experience the ins and outs of all events and learn about relevant knowledge during the process.



## 中国百年科幻史话

## One Hundred Years of Science Fiction in China

作者：董仁威

Author: Renwei Dong

ISBN: 9787302489016

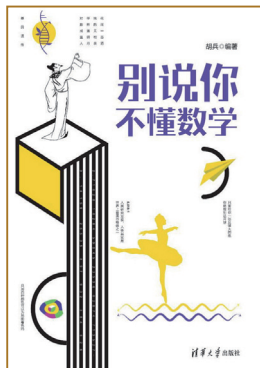
Publication Date: 2017-12-1

董仁威：教授级高级工程师，世界华人科普作家协会、全球华语科幻星云奖主要创始人之一，中国知名科普作家。

Renwei Dong: a professorate senior engineer. He is a well-known writer of science articles, as well as one of the main founders of the World Chinese Science Popularization Writer Association and also Xingyun (Nebula) Awards for Global Chinese Science Fiction.

《中国百年科幻史话》：记录中国科幻史百年发展历程，讲述各位科幻名家的人生经历与写作过程，摘录部分优秀名家的代表作与成名作，对科幻新星的描述促进中国科幻蓬勃发展。本书使科幻历史的画卷丰富而详尽地展现在读者面前，内容详实可考，历史性强。

The book records the development of Chinese science fiction in the past century and narrates the life experience and writing process of sci-fi masters. It extracts the representative works of some outstanding and famous writers in this field and also introduces rising stars that contribute to the flourishing of Chinese science fiction. The book is rich in content and elaborate in details with concrete evidence and historical value.



## 别说你不懂数学

A Math Lesson for Everyone

作者：胡兵

Author: Bing Hu

ISBN: 9787302496137

Publication Date: 2018-2-1

胡兵：工学博士，现为华南理工大学新闻与传播学院副教授。美国调查记者和编辑协会会员。具有传媒和学术双重职业背景。

Dr. Bing Hu: doctor in engineering. He is an associate professor of School of Journalism and Communication of South China University of Technology, and also a member of Investigative Reporters and Editor (IRE) with experience both in media and academics.

本书以纪录片式创作手法、图文并茂的形式、生动有趣的文字，从数学如诗、数学之趣、数学之巧、数学之美、数学之音、数学之语、数学之奇七个篇章提供了一条了解数学的小径，介绍了斐波那契数列、毕达哥拉斯的音阶表、复利、图论、线性规划、数独、概率应用、密码、拓扑、分形图、混沌理论等伟大的数学思想和系统。从中不仅可以了解诸多数学趣味知识，而且可以学到不少诗歌、音乐、绘画、建筑、设计、经济、管理等方面的知识。

With the documentary style, rich illustrations and intriguing words, the book displays the rhythm, fun, delicacy, beauty, sound, tricks and wonder of mathematics in seven chapters. It introduces important mathematics concepts and systems, such as Fibonacci sequence, Pythagoras scale, compound interest, graph theory, linear programming, Sudoku, probability application, cryptography, topology, fractal graph and chaos theory. In this book, readers will not only learn fun facts of math, but also knowledge about poetry, music, painting, architecture, design, economy and management, etc.



## 肠胃知道答案——发现人体消化之旅

## The Stomach Knows—Journey to Human Digestive System

作者：丁彬彬

Author: Binbin Ding

ISBN: 9787302489436

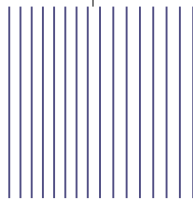
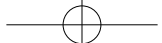
Publication Date: 2018-1-1

丁彬彬：中南大学湘雅医学院附属株洲医院消化内科主治医师，她的个人自媒体品牌“医学原创故事会”目前全网点击过4亿，粉丝累及20万。

Binbin Ding: She is attending physician of gastroenterology department of Zhuzhou Hospital affiliated to Xiangya School of Medicine of Central South University. Her personal media, Original Stories of Medicine, has more than 400 million views with 200,000 followers.

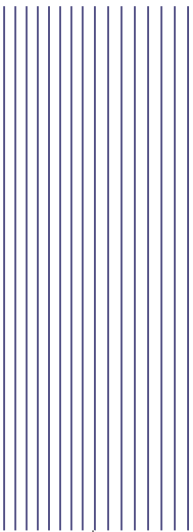
这本书用轻松的语言娓娓道来消化道疾病的成因、治疗和预防方法：“消化道癌前疾病有哪些”“消化道疾病越来越青睐年轻人”。人体的消化系统复杂且庞大，但随着人们生活水平的提高，消化道问题也越来越年轻化，许多年轻人饱受消化疾病的困扰。全书用“接地气”的语言科普了消化系统在人体里是怎么工作的。知道了这些，自然就知道怎么辨别谣言、合理地治疗和预防各种消化道疾病。

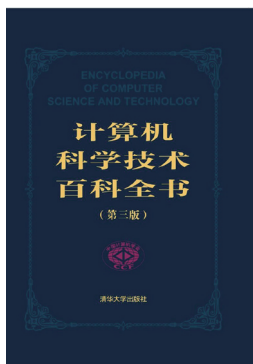
With lively language, the book elaborates on the cause, treatment and prevention of digestive diseases. It provides answers to questions such as “what diseases will people get before diagnosed with digestive cancer” and “why does the digestive cancer increasingly favors the young people”. Human digestive system is complex and huge. However, with the improvement of people’s living standard, more and more young people are troubled by digestive diseases. The book explains the working mechanism of digestive system with the language that everyone can understand. With the knowledge, people will be able to identify rumors and treat and prevent digestive diseases properly.



科学技术

STEM Books





## 计算机科学技术百科全书(第三版)

Encyclopedia of Computer Science and Technology (3rd edition)

作者: 主编 张效祥、执行主编 徐家福

Author: Xiaoxiang Zhang, editor in chief; Jiafu Xu, managing editor

ISBN: 9787302495727

Publication Date: 2018-5-1

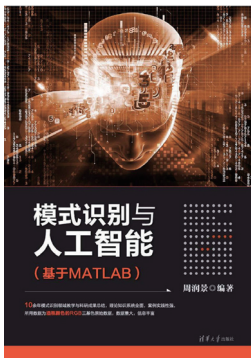
权威、准确, 客观、公正, 计算机科学技术领域集大成之重磅作品

The book is authoritative, accurate, objective and impartial and it is a masterpiece in the field of computer science and technology..

《全书》根据计算机学科的内在联系、相关程度与性质特点, 划分为“计算机科学理论”、“计算机组织与体系结构”、“计算机软件”、“计算机硬件”、“计算机应用技术”和“人工智能”6大分支, 按4级框架, 共设置1293个条目200多万字。由于中文信息处理是我国及全球汉字通用地区计算机应用中的重要技术, 特在“计算机应用技术”分支中, 设置有关中文信息处理条目80余条, 以供读者查阅。《全书》按照不同层次与内容涉及范围, 将条目释文分为大、中、小3类。在释文中有一定释义的常用名词术语还择要列作“主题词”者共约1031个, 与条目一起编入内容索引中, 以利查阅。

《全书》“总论”全面总览了计算机科学技术的内涵与对人类社会发展的巨大作用与深远意义, 以引导读者全面、科学地认识计算机科学技术。

According to the intrinsic connection, relevance, and nature of computer science, the book is divided into 6 sections including “computer science theory”, “computer organization and architecture”, “computer software”, “computer hardware”, “computer application technology” and “artificial intelligence”. Based on a four-level framework, the book contains 1293 entries with more than 2 million words. Chinese information processing is an important technology in computer application in China and Chinese speaking regions. Therefore, the book sets up more than 80 entries of Chinese information processing in the “computer application technology” for readers. In addition, the interpretation of entries is divided into large, medium and small categories according to different levels and contents of these items. In the entries with interpretation, about 1031 common terminologies with certain interpretations are selected as “key terms” and listed into the content index for reference. The “Overview” of this book comprehensively summarizes the connotation of computer science and its far-reaching impacts on the development of human society, so as to guide readers to understand this technology comprehensively and scientifically.



## 模式识别与人工智能 (基于MATLAB)

### MATLAB-Based Pattern Recognition and Artificial Intelligence

作者: 周润景

Author: Runjing Zhou

ISBN: 9787302486350

Publication Date: 2018-7-1

周润景: 内蒙古大学电信学院自动化系教授, 中国电子学会高级会员, IEEE-EMBS会员。

Runjing Zhou: He is a professor at department of automation at College of Electronic Information Engineering of Inner Mongolia University. He is a senior member of Chinese Institute of Electronics and also a member of IEEE-EMBS.

《模式识别与人工智能 (基于MATLAB)》总结作者10余年模式识别领域教学与科研成果总, 理论知识系统全面, 案例实践性强。本书将模式识别与人工智能理论与实际应用相结合, 以酒瓶颜色分类为例, 介绍了各种算法理论及相应的MATLAB实现程序。全书共分为10章, 包括模式识别概述、贝叶斯分类器的设计、判别函数分类器的设计、聚类分析、模糊聚类、神经网络分类器设计、模拟退火算法的分类器设计、遗传算法聚类设计、蚁群算法聚类设计、粒子群算法聚类设计, 覆盖了各种常用的模式识别技术。

The book summarizes the author's achievements of scientific researches and teaching experience in pattern recognition over more than 10 years. With comprehensive theoretical knowledge and practical cases and by taking color classification of wine bottles as an example, the book put pattern recognition and artificial intelligence into practice and introduces algorithm theories and corresponding MATLAB programs. The book is divided into 10 chapters covering various common pattern recognition techniques: pattern recognition overview, design of Bayes classifier, design of discriminant function classifier, clustering analysis, fuzzy clustering, design of neural network classifier, simulated annealing algorithm classifier, genetics algorithm clustering, ant colony algorithm clustering and the design of particle swarm clustering.



## 深度学习、优化与识别

## Deep Learning, Optimization and Recognition

作者：焦李成、赵进、杨淑媛、刘芳

Author: Licheng Jiao, Jin Zhao, Shuyuan Yang, Fang Liu

ISBN: 9787302473671

Publication Date: 2017-7-1

焦李成：智能感知与计算国际联合研究中心主任、中国人工智能学会副理事长、IET西安分会主席、IEEE西安分会奖励委员会主席、IEEE计算智能协会西安分会主席。国务院学位委员会学科评议组成员、教育部本科教学水平评估专家。1991年被批准为享受国务院政府津贴的专家。出版学术专著十余部，五次获国家优秀科技图书奖励及全国首届三个一百优秀图书奖。所发表的论著被他人引用超过25000余篇次，H指数为65。

Licheng Jiao: He is director of Intelligent Perception and Computing Joint International Research Center, vice president of Chinese Association for Artificial Intelligence, chairman of IET's Xi'an Branch, chairman of IEEE's Xi'an branch's Awards and Recognition Committee, chairman of IEEE Computational Intelligence Society's Xi'an Branch. He is also a member of the Subject Assessment Group of State Council Academic Degrees Committee and expert in the Undergraduate Teaching Evaluation of the Ministry of Education. He was awarded as the State Council Special Allowance Expert in 1991. He has published more than 10 academic monographs and won the Nation Outstanding Science and Technology Books fifth times and the First "Three One-Hundred" Outstanding Book Award. His published works have been cited by more than 25000 times with the H index of 65.

"深度神经网络是近年来受到广泛关注的研究方向，它已成为人工智能2.0的主要组成部分。本书系统地论述了深度神经网络基本理论、算法及应用。全书共十六章，分为两个部分；第一部分（第一章到第十章）系统论述了理论及算法，包括深度前馈神经网络、深度卷积神经网络、深度堆栈神经网络、深度递归神经网络、深度生成网络、深度融合网络等；第二部分（第十一章到第十五章）论述了常用的深度学习平台，以及在高光图像、自然图像、SAR与极化SAR影像等领域的应用；第十六章为总结与展望，给出了深度学习发展的历史图、前沿方及最新进展。每章都附有相关阅读材料及仿真代码，以便有兴趣的读者进一步钻研探索。

Deep neural network (DNN) is a research orientation that has received extensive attention in recent years, and it has become a major component of artificial intelligence 2.0. The book systematically elaborates on the basic theory, algorithms and applications of DNN. It consists of





sixteen chapters and is divided into two parts. The first part, from chapter 1 to 10, systematically discusses theories and algorithms, including deep feedforward neural networks, deep convolutional neural networks, deep stack neural networks, deep recurrent neural networks, deep generation networks, deep fusion networks, etc. The second part, from chapter 11 to 15, introduces common deep learning platforms and applications in areas such as hyperspectral imagery, natural imagery, SAR and polarimetric SAR images. As a summary and a forecast, chapter 16 presents the history, future trends and latest developments. Relevant reading materials and simulation code are attached to each chapter for readers who are interested in further exploration.

本书可为高等院校计算机科学、电子科学与技术、信息科学、控制科学与工程、人工智能等领域的研究人员提供参考, 以及作为相关专业本科生及研究生教学参考书, 同时可供深度学习及其应用感兴趣的研究人员和工程技术人员参考。

The book can provide references for university researchers in the field of computer science, electronic science and technology, information science, control science and engineering, artificial intelligence, etc. It can also be used as teaching material for undergraduate and graduate students in relevant majors, and as a reference book for researchers and engineering technicians interested in deep learning and its application.



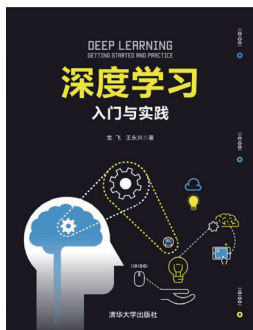
### 机器学习及其应用2017 (中国计算机学会学术著作丛书——知识科学系列)

2017 Machine Learning and its applications  
(Academic Writings Collection of China Computer Federation—Knowledge & Science Series)

作者: 高阳、陈松灿 Author: Yang Gao, Songcan Chen  
ISBN: 9787302487814 Publication Date: 2017-11-1

本书是对第十三届和第十四届中国机器学习及其应用研讨会的一个总结, 共邀请了与会的7位专家就其研究领域撰文, 以综述的形式探讨了机器学习不同分支及相关领域的研究进展。这些内容涉及稳健的矩阵回归模型、低秩模型的闭解、面向大规模学习的随机优化、张量分解、基于递归神经网络的图像描述算法、标记分布学习及其应用, 以及软件缺陷挖掘。

The book is a summary of the 13th and 14th China Symposium on Machine Learning and Applications. 7 experts from the symposium were invited to write about their research field and overview the research process of different branches of machine learning and its relevant fields. It introduces robust matrix regression models, closed solutions for low-rank models, stochastic optimization for large-scale learning, tensor decomposition, image description algorithms based on recurrent neural networks, marker distribution learning and its applications, and software defect mining.



## 深度学习：入门与实践

Deep Learning: Getting Started and Practice

作者：龙飞 王永兴

Author: Fei Long, Yongxing Wang

ISBN: 9787302482789

Publication Date: 2017-10-1

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

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

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

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



## 深度学习实战

2017 Machine Learning and its applications

作者：杨云 杜飞

Author: Yun Yang, Fei Du

ISBN: 9787302491026

Publication Date: 2018-1-1

杨云：多年从事机器学习，数据挖掘，模式识别，大数据处理与分析等方面的研究工作，在英国曼彻斯特大学攻读博士学位期间，入选英国政府资助的海外研究生奖励计划（UK Overseas Research Students Awards Scheme - ORSAS）。博士毕业之后，在英国萨里大学从事研究员工作，期间主持了由欧共体第七个框架计划资助下的国际合作项目的子项目。

Yun Yang: He has been engaged in machine learning, data mining, pattern recognition and big data processing and analyzing for many years. During his Ph.D. study at the University of Manchester, he was selected into UK Overseas Research Students Awards Scheme (ORSAS). After that, he worked as a researcher at the University of Surrey, where he presided a sub-project under an international cooperation project funded by the European Community's seventh framework plan.

深度学习为人工智能带来了巨大突破，也成为机器学习领域一颗闪耀的新星。虽然相关学习资料丰富，但大部分内容较为庞杂且难以理解，并对初学者的相关理论知识与实践能力有较高的要求，这使得大部分想进入这一领域的初学者望而却步。本书去繁化简地对深度学习的理论知识进行了梳理，并对算法实现做出了浅显易懂的讲解，适合初学者进行学习。结合本书的内容，读者可以快速对深度学习进行实践。本书可作为高等院校计算机专业的本科生或研究生教材，也可供对深度学习感兴趣的研究人员和工程技术人员阅读参考。

Deep learning has brought breakthroughs for artificial intelligence and become a rising star in the domain of machine learning. Despite abundant learning resources, most of the materials are too complex to understand and have high requirements for beginner's theoretical knowledge and practical ability, which discourages many beginners from entering this domain. The book is suitable for beginners as it sorts out the theoretical knowledge of deep learning and elaborates on algorithm implementation in easy-to-understand terms. Readers can easily put the book content into practice. The book can be used as a textbook for undergraduate or graduate students majoring in computer science and can also used as a reference for researchers and engineering professionals interested in deep learning.



## 认知行为思维模型

The Thinking Model of Cognitive Behaviors

作者：王蓁蓁

Author: Zhenzhen Wang

ISBN: 9787302487548

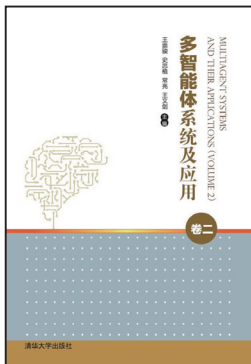
Publication Date: 2017-11-1

王蓁蓁：金陵科技学院软件工程学院副教授，江苏省软件测试工程实验室主任。中国计算机学会（CCF）会员，Nature Research Society (NRS) 成员。

Zhenzhen Wang: She is an associate professor of School of Software Engineering at Jinling Institute of Technology and director of Jiangsu Software Testing Engineering Laboratory. She is also a member of China Computer Federation (CCF) and a member of Nature Research Society (NRS).

《认知行为思维模型》从人类科学认知行为中的思维现象出发，深入研究人类潜意识本质特征、结构及其和意识思维的关系。《认知行为思维模型》共五篇，覆盖面较广，其中提出来的潜意识理论及其思维模型，使得《认知行为思维模型》成为一部较完整的涉及思维现象和人工智能相结合的著作。《认知行为思维模型》可供从事科学计算、人工智能的高年级学生、硕博研究生参考。

Based on the thinking phenomena in human cognitive behaviours, the book delves into the essential features and structure of human sub-consciousness and their relationship with conscious thinking. It consists of five articles covering extensive areas. The proposed subconscious theory and its thinking model make the book a relatively complete work combining thinking phenomena and artificial intelligence. The book can be used as a reference for senior or graduate students engaged in scientific computing and artificial intelligence.



## 多智能体系统及应用(卷二) Multiagent Systems and Their Applications (Volume 2)

作者: 王崇骏 史忠植 常亮 王文剑

Author: Chongjun Wang, Zhongzhi Shi, Liang Chang, Wenjian Wang

ISBN: 9787302487777

Publication Date: 2018-1-1

智能体与多智能体系统是人工智能领域活跃的研究分支,其涉及的基本研究问题包括合作协调、推理规划、学习、工具框架、模型等。本书的内容遴选自2015年及2016年度“中国智能体及多智能体系统”研讨会的特邀报告,同时收集了部分学者的最新研究进展。全书共计11个专题,分别涉及:多智能体学习、多智能体协调协商、多智能体规划、多智能体应用框架及工具以及交叉应用基础问题研究。

Agents and multiagent systems are active research branches in the field of artificial intelligence. Basic research issues include cooperation coordination, reasoning planning, learning, tool frameworks, and models. The book selects articles from the special reports of China Agents and Multiagent Systems Seminar in 2015 and 2016 and collects latest research outcomes of multiple scholars. The book is divided into 11 key topics including multi-agent learning, multi-agent coordination and negotiation, multi-agent planning, multi-agent application framework and tools, and research on cross-application basics.



## 数据分析与数据挖掘

(计算机科学和技术学科前沿丛书 计算机科学与技术学科研究生系列教材(中文版))

## Data Analysis and Mining

(Frontier Series of Computer Science and Technology, Graduate Textbook Series of Computer Science and Technology (the Chinese Version))

作者: 喻梅 干健 主编; 王建荣 王庆节 副主编

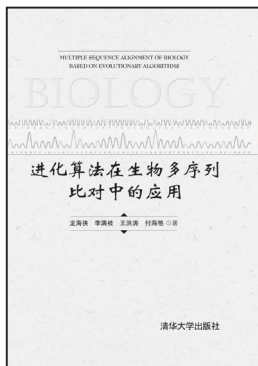
Author: Mei Yu, Jian Gan, editor in chief; Jianrong Wang,

Qingjie Wang, deputy editor in chief

ISBN: 9787302493662 Publication Date: 2018-4-1

《数据分析与数据挖掘》主要介绍数据挖掘和数据分析的基本概念和方法,包括数据的基本属性和概念、数据预处理技术、数据立方体和OLAP技术、频繁模式挖掘、回归分析、分类、聚类、离群点分析。书中涉及到的模型和算法均给予了相应的实例。

The book mainly introduces the basics and methods of data analysis and data mining, including basic attributes and concepts of data, data preprocessing techniques, data cubes and OLAP techniques, frequent pattern mining, regression analysis, classification, clustering, and outlier analysis. The models and algorithms involved in this book are provided with corresponding examples.



## 进化算法在生物多序列比对中的应用

### Multiple Sequence Alignment of Biology Based on Evolutionary Algorithms

作者：龙海侠 李满枝 王洪涛 付海艳

Author: Haixia Long, Manzhi Li, Hongtao Wang, Haiyan Fu

ISBN: 9787302468066

Publication Date: 2017-5-1

本书全面系统地介绍了进化算法在生物多序列比对中的应用，根据内容的分类，分为“多序列比对基础篇”“多序列比对模拟篇”和“多序列比对参数篇”三个模块。首先介绍生物多序列比对的基础知识，包括多序列比对的基本概念、原理、方法、常用数据库、常用工具和应用等内容，并介绍进化算法和最优化理论的基础知识，以及遗传算法、粒子群优化算法和量子粒子群优化算法的优化过程及收敛性分析，为进行多序列比对的模拟提供理论基础；然后详细介绍各进化算法模拟多序列比对的过程与结果；最后对于多序列比对最重要的目标函数参数进行建模与分析。本书具有系统性强、可读性强、可操作性强等特点。

The book comprehensively and systematically introduces the application of evolutionary algorithms in biological multiple sequence alignment. According to the classification of the content, it is divided into three sections: “Multiple Sequence Alignment Basics”, “Multiple Sequence Alignment Simulations” and “Multiple Sequence Alignment Parameters”. Firstly, it introduces the basic knowledge of biological multiple sequence alignment, including the basic concepts, principles, methods, common databases, common tools and applications of multiple sequence alignment. It also introduces the basic knowledge of evolutionary algorithm and optimization theory as well as the optimization process and convergence analysis of genetic algorithm, particle swarm optimization algorithm and quantum particle swarm optimization algorithm, which provides theoretical basis for multi-sequence comparison simulation. In the second section, the book expounds the process and results of simulating multiple sequence alignment by various evolutionary algorithms. In the last part, the most important objective function parameters of multi-sequence alignment are modeled and analyzed. The book is systematic, readable and easy to operate.





## 空间机器人：建模、规划与控制

(清华大学学术专著)

Space Robotics: Modeling, Planning and Control (Academic Monograph of Tsinghua University)

作者：梁斌、徐文福 Author: Bin Liang and Wenfu Xu

ISBN: 9787302472582

Publication Date: 2017-12-1

梁斌：清华大学自动化系长聘教授、导航与控制研究所所长、博士生导师。曾担任863空间智能机器人重大项目专家组组长、重大项目任务设计总师，中国首个空间机器人型号项目总指挥。

Prof. Bin Liang: He is a professor of the Department of Automation at Tsinghua University and the director of the Institute of Navigation and Control. He is a Doctoral supervisor and has served as the leader of the expert group of the major project 863 “intelligent space robot”, the chief engineer of major project task design, and the commander-in-chief of the first space robot model-engineering project in China.

徐文福：教授，哈尔滨工业大学青年拔尖人才，博士生导师，IEEE高级会员。

Prof. Wenfu Xu: He is a young talent of Harbin Institute of Technology. He is a Doctoral supervisor a senior IEEE member.

本书基于作者多年来承担国家重大型号工程及其他国家级项目取得的研究成果，对空间机器人相关理论和方法进行系统、深入的论述，包括运动学及动力学建模、耦合特性、参数辨识、非完整路径规划、动力学奇异回避、非合作目标测量、自主捕获控制、协调控制、仿真及实验验证等。本书理论与实际紧密结合，对于航天器维修维护、空间站建设、太空垃圾清理等所涉及的空间机器人技术具有很强的支撑作用。本书可作为高等院校相关专业研究生和高年级本科生的教材，也可供从事空间机器人技术研究及应用的研发人员及工程技术人员参考。

This book is based on the research results obtained by the authors from national major model engineering projects and other national projects. It systematically discusses the theory and methods of space robots, including kinematics and dynamics modeling, coupling characteristics, parameter identification, non-complete path planning, dynamic singularity avoidance, non-cooperative target measurement, autonomous capture control, coordinated control, and simulation and experimental verification. The theory in this book is closely combined with the practical application, and it plays a strong supporting role for space robot technology involved in spacecraft maintenance, space station construction, and space garbage cleaning, etc. This book can be used as a textbook for graduate students and senior undergraduates. It can also be used as a reference for researchers and engineers in space robot technology research and application.



## 密码学中的可证明安全性 (网络空间安全重点规划丛书)

Provable Security in Cryptography  
(Key Planning Book Series in Cyberspace Security)

作者：杨波

Author: Bo Yang

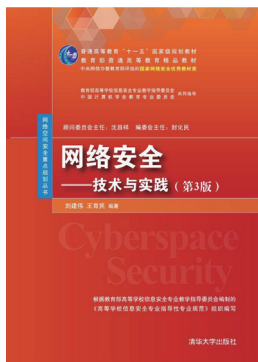
ISBN: 9787302467229

Publication Date: 2017-5-1

本书全面介绍可证明安全性的发展历史及研究成果。全书共5章，第1章介绍可证明安全性涉及的数学知识和基本工具，第2章介绍语义安全的公钥密码体制的定义，第3章介绍几类常用的语义安全的公钥机密体制，第4章介绍基于身份的密码体制，第5章介绍基于属性的密码体制。本书不仅包括可证明安全性的基础理论和实用算法，同时也涵盖了可证明安全性的密码学的最新研究成果。本书适合作为高等院校信息安全等相关专业的本科生高年级和研究生教材，也可作为通信工程师和计算机网络工程师的参考读物。

This book provides a comprehensive overview of the development history and research results of provable security. The book consists of five chapters. Chapter 1 introduces the mathematical knowledge and basic tools involved in provable security. Chapter 2 introduces the definition of semantically secure public-key cryptosystem. Chapter 3 focuses on several commonly used semantically secure public-key cryptosystems. Chapter 4 is about identity-based cryptosystem, and Chapter 5 discusses attribute-based cryptosystem. This book includes not only basic theories and practical algorithms of provable security, but also the latest research on provable security in cryptography. This book can be used as a textbook for senior undergraduates and graduate students in information security and other related majors and can also be used as a reference for communication engineers and computer network engineers.





## 网络安全——技术与实践（第3版）

（网络空间安全重点规划丛书）

## Network Security-Technology and Practice (3rd Edition)

(Key Planning Book Series in Cyberspace Security)

作者：刘建伟 王育民

Author: Jianwei Liu and Yumin Wang

ISBN: 9787302467588

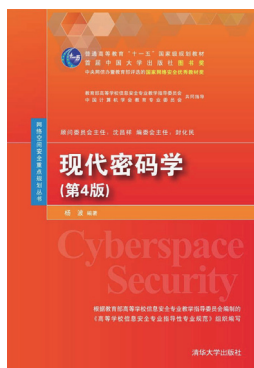
Publication Date: 2017-5-1

刘建伟：北京航空航天大学教授，博士生导师。长期从事网络安全、信息安全和密码学的教学和科研工作。中国密码学会理事。

Prof. Jianwei Liu: He is a professor and doctoral supervisor at Beijing University of Aeronautics and Astronautics. He has been engaged in the teaching and research of network security, information security and cryptography for a long time. He is a council member of Chinese Association for Cryptologic Research.

本书全面而深入地阐述了密码学理论及信息安全相关技术，将密码学理论与信息安全实践有机结合，是国内近年来出版的同类教材中的优秀教材和经典教材。本书在网络安全基本知识和密码学理论的阐述上，力求深入浅出，通俗易懂；在网络安全技术与产品的讲解上，力求理论联系实际，面向具体应用。本书可作为信息安全、信息对抗技术、密码学等专业的本科生教材，也可以用作网络空间安全一级学科的研究生教材。

This book comprehensively expounds the theory of cryptography and information security related technology. By combining cryptography theory with information security practice, it is an excellent and classic textbook published in recent years in China that distinguishes itself from others. In the elaboration of the basic knowledge of network security and the theory of cryptography, this book strives to be clear and easy to understand, and in the explanation of network security technology and products, it strives to put the theory into specific application. This book can be used as an undergraduate textbook for tmajors such as information security, information confrontation technology and cryptography. It can also be used as a graduate textbook for the first-level discipline of cyberspace security.



## 现代密码学（第4版） （网络空间安全重点规划丛书）

Modern Cryptography (4th Edition)  
(Key Planning Book Series in Cyberspace Security)

作者：杨波

Author: Bo Yang

ISBN: 9787302465553

Publication Date: 2017-7-1

本书全面而详细地介绍现代密码学的理论和相关算法，可帮助读者将所学知识应用于信息安全实践。全书共分10章，内容包括现代密码学的基本概念、流密码、分组密码、公钥密码、密钥分配与密钥管理、消息认证和哈希函数、数字签名和认证协议、密码协议、可证明安全、网络加密与认证。本书可作为高等学校相关专业大学生和研究生的教材，也可作为通信工程师和计算机网络工程师的参考读物。

This book provides a comprehensive and detailed introduction to modern cryptography theory and related algorithms to help readers apply what they have learned to information security practices. The book is divided into 10 chapters, including the basic concepts of modern cryptography, stream ciphers, block ciphers, public-key cryptography, key distribution and key management, message authentication and hash functions, digital signatures and authentication protocols, and cryptographic protocols, provable security, network encryption and authentication. This book can be used as a textbook for undergraduate and graduate students in colleges and universities. It can also be used as a reference for communication engineers and computer network engineers.



## 不确定性概念的粗糙集近似表示

## Rough Set Approximation of Uncertainty Concept

作者：张清华、胡军

Author: Qinghua Zhang and Jun Hu

ISBN: 9787302478973

Publication Date: 2017-9-1

张清华：教授、博士、硕士生导师。中国人工智能学会理事、中国人工智能学会粗糙集与软计算专委会秘书长。

Qinghua Zhang: He is a professor, doctor, and master supervisor. He is a council member of Chinese Association for Artificial Intelligence and the Secretary General of Rough Sets and Soft Computing Committee of the Chinese Association for Artificial Intelligence.

概念的不确定性由概念的内涵、外延以及概念存在的近似空间等因素决定。粗糙集理论是一种研究不确定性概念近似表示的理论模型和方法，它通过两个精确的边界线给出不确定性概念的近似表示，因为其形象直观、计算简便等特点，受到研究者的关注，其理论模型和方法得到扩展和广泛应用。本书内容主要涉及不确定性概念在粗糙近似空间下的近似表示模型与方法，可供计算机、自动化、应用数学等相关专业的研究人员和研究生参考使用。

The uncertainty of concept is determined by factors such as the connotation and extension of the concept and the approximate space in which the concept exists. Rough set theory is a theoretical model and method for studying the approximate representation of uncertainty concepts. It gives an approximate representation of the uncertainty concept through two exact boundary lines. Because of its intuitive expression and simple calculation, it has attracted the attention of researchers, and its theoretical models and methods have been extended and widely applied. The content of this book mainly involves the approximate representation model and method of uncertainty concept in rough approximation space, which can be used by researchers and graduate students in computer, automation, applied mathematics and other related fields.



## 应用时间序列分析

The Application of Time Series Analysis

作者：白晓东

Author: Xiaodong Bai

ISBN: 9787302489696

Publication Date: 2017-12-1

本书主要介绍了时间序列的时域分析方法，内容包括时间序列的基本概念、时序数据的预处理方式、时序数据的分解和平滑、趋势的消除、单位根检验和协整、平稳时间序列模型、非平稳时间序列模型、残差自回归模型、季节模型、异方差时间序列模型以及上述模型的性质、建模、预测，此外还包含了大量的实例。本书全程使用R语言分析了来自不同学科的真实数据。本书可供高等院校统计、经济等相关专业的高年级本科生阅读，也可作为硕士研究生使用R软件学习时间序列分析的入门书。

This book mainly introduces the time domain analysis method of time series, including the basic concept of time series, the preprocessing method of time series data, the decomposition and smoothing of time series data, the elimination of trend, the unit root test and cointegration, the stationary time series model, non-stationary time series model, residual autoregressive model, seasonal model, heteroscedastic time series model and the nature, modeling and prediction of the above models, in addition to a large number of examples. The book uses R language to analyze real data from different disciplines. This book can be used by senior undergraduates in statistics, economics and other related majors in colleges and universities. It can also be used as an introductory book for graduate students who will use R software to learn time series analysis.



## 风险模型：基于R的保险损失预测 (应用统计工程前沿丛书)

Risk Model: R-based Insurance Loss Forecast  
(Frontier Book Series in Applied Statistical Engineering)

作者：孟生旺

Author: Shengwang Meng

ISBN: 9787302482062

Publication Date: 2017-9-1

保险是经营风险的行业，风险的评估和定价是保险公司最为核心的竞争力。本书以保险业为研究对象，讨论了相应的风险模型及其应用，主要包括损失概率、损失次数、损失金额和累积损失的分布模型以及它们的预测模型，同时还探讨了巨灾损失和相依风险的建模问题。在实证研究中，以R语言为计算工具，提供了详细的程序代码，方便读者再现完整的计算过程。本书适合风险管理、保险与精算等相关专业的高年级学生、研究人员或从业人员参考。

Insurance is an industry that manages risks. Risk assessment and pricing are the core competitiveness of insurance companies. This book takes the insurance industry as the research object and discusses the corresponding risk model and its application, including the loss probability, the number of losses, the distribution models of loss amount and cumulative loss and their prediction modes. At the same time, the modeling problems of catastrophe loss and dependent risk are also discussed. In the empirical research, R language is used as a computation tool, and detailed program code is provided to help readers repeat the complete computation process. This book is suitable for senior students, researchers or practitioners in the majors of risk management, insurance and actuarial science, etc.



## 协同创新系统的统计度量与模型研究

(应用统计工程前沿丛书)

## Statistical Measurement and Model Research of Collaborative Innovation System

(Frontier Book Series in Applied Statistical Engineering)

作者: 吴翌琳

Author: Yilin Wu

ISBN: 9787302490746

Publication Date: 2018-1-1

吴翌琳: 经济学博士, 中国人民大学统计学院副教授、中国调查与数据中心研究员。

Dr. Yilin Wu: She is a PhD in Economics, an associate professor at the School of Statistics, Renmin University of China, and a researcher at the National Survey Research Center.

本书立足创新型国家建设整体最优的视角, 概括性地提出科技创新理论的概念, 深入分析由创新主体、创新产业和创新要素构成的科技创新系统。本书注重发挥统计学科的数据方法优势, 整合国家数据、产业数据等多方面数据, 构建科技创新系统评价体系, 利用多种数据模型对科技创新系统的内部结构及其影响机制进行多方位实证研究。本书对于模型构建、变量选择、数据处理、实证检验的每个环节都有详细说明, 不仅是学术研究的重要参考, 也可以作为科技创新统计的基础教学材料。

Based on the overall optimal perspective of construction of an innovative country, this book proposes the concept of science and technology innovation theory in a general way, and deeply analyzes the technological innovation system consisting of innovation subject, innovation industry and innovation elements. Focusing on the advantages of the data method of the statistics subject, this book integrates national data, industrial data and other aspects of data, and builds a scientific and technological innovation system evaluation system. Comprehensive empirical research on the internal structure of the science and technology innovation system and its impact mechanism are carried out based on multiple data models. This book has detailed descriptions for model construction, variable selection, data processing, and empirical testing. It is not only an important reference for academic research, but also a basic teaching material for scientific and technological innovation statistics.



## 最优控制：数学理论与智能方法（上册）

### Optimal Control: Mathematical Theory and Intelligent Methods (Volume 1)

作者：张杰、王飞跃

Author: Jie Zhang and Feiyue Wang

ISBN: 9787302479116

Publication Date: 2017-9-1

最优控制是现代控制理论中的重要课题。近年来，随着工程应用的需求和人工智能的兴起，在系统模型未知或部分未知的情况下寻求近似最优控制的方法逐渐崭露头角。本书上册包括最优控制基础和最优控制的数学理论两部分，着重介绍经典变分法、庞特里亚金极小值原理以及动态规划方法；下册侧重最优控制的智能方法，包括强化学习与自适应动态规划、最优控制的数值方法、模型预测控制、微分博弈以及平行控制。本书上册可作为高年级本科生或研究生的最优控制课程教材，可供控制论、人工智能等领域的科研人员参考。

Optimal control is an important topic in modern control theory. In recent years, with the demand of engineering applications and the rise of artificial intelligence, the method of seeking approximate optimal control in the case of unknown or partially unknown system models has gradually emerged. The first volume includes two parts, namely the basis and the mathematical theory of optimal control, and focuses on the classical variational method, the Pontiac minimum principle and the dynamic programming method. The second volume focuses on intelligent methods of optimal control, including reinforcement learning and adaptive dynamic programming, numerical methods of optimal control, model predictive control, differential games, and parallel control. The first volume of this book can be used as the textbook of optimal control for senior undergraduate or graduate students, and can also be used as reference for researchers in the fields of cybernetics and artificial intelligence.



## Hölder不等式及其应用

## Hölder's Inequality and Its Application

作者: 田景峰 哈明虎

Author: Jingfeng Tian and Minghu Ha

ISBN: 9787302454403

Publication Date: 2017-12-1

田景峰: 华北电力大学教师。主要从事解析不等式、模糊测度与积分、不确定统计学习理论、不动点理论的研究。在知名国际期刊上发表学术论文40余篇, 其中SCI收录近30篇。

Jingfeng Tian: He is a teacher at North China Electric Power University. He is mainly engaged in analytical inequalities, fuzzy measures and integrals, uncertain statistical learning theory, and fixed point theory. He has published more than 40 academic papers in well-known international journals, including nearly 30 SCI-indexed papers.

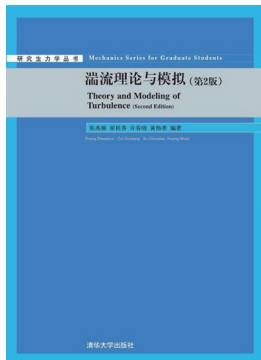
哈明虎: 教授, 博士生导师, “新世纪百千万人才工程” 国家级人选, 享受国务院政府特殊津贴。

Prof. Minghu Ha: He is doctoral supervisor and a member of the “New Century Talents Project”. He enjoys special government allowances from the State Council.

Hölder不等式在数学的众多分支中扮演着重要的角色, 并且在统计学、管理学等领域也有着广泛的应用。本书的目的就是介绍Hölder不等式的近期发展概况, 内容包括5章。第1~3章介绍了Hölder不等式的推广、改进和一些性质; 第4章介绍Hölder不等式在Aczél型不等式的推广和改进中的应用; 第5章给出了Hölder不等式在统计学和管理学中的两个应用。本书的读者对象为高等院校数学专业及相关专业高年级本科生、研究生。

Hölder's inequality plays an important role in many branches of mathematics, and is also widely used in statistics, management and other related fields. The purpose of this book is to introduce the recent development of Hölder's inequality. It consists of five chapters. Chapters 1 - 3 introduce the generalization, improvement, and some properties of Hölder's inequality; Chapter 4 discusses the application of Hölder's inequality in the generalization and improvement of the Aczél type inequality; Chapter 5 shows two applications of Hölder's inequality in statistics and management. The book is targeted at senior undergraduates and postgraduates in mathematics and related majors in higher education institutions.





湍流理论与模拟(第2版) (研究生力学丛书)  
Theory and Modeling of Turbulence (2nd  
Edition) (Mechanics Series for Graduate  
Students)

作者: 张兆顺 崔桂香 许春晓 黄伟希

Author: Zhaoshun Zhang, Guixiang Cui, Chunxiao Xu and Weixi Huang

ISBN: 9787302473275

Publication Date: 2017-6-1

张兆顺: 教授, 博士生导师, 1959年清华大学工程力学研究班毕业。1982年获英国南安普顿大学应用科学院博士(PH.D)。国内著名的湍流专家。

Prof. Zhaoshun Zhang: He is a professor and a doctoral supervisor. He graduated from the Engineering Mechanics Research Class of Tsinghua University in 1959 and received his PhD degree in Applied Science from Southampton University in 1982. He is a famous turbulence expert in China.

本书是2005年版《湍流理论与模拟》的再版。本书系统地叙述了湍流的基本理论和近代湍流数值模拟方法。此版增加了可压缩湍流, 全书由原来8章更新为9章。具体内容包括湍流的统计和测量、湍流运动的统计平均方程和脉动方程、均匀各向同性湍流、简单剪切湍流、标量湍流、可压缩湍流、湍流直接数值模拟、湍流大涡模拟、雷诺平均模拟方法。书中总结了近年来国内外前沿和热点问题研究的进展, 并融入了作者多年来的教学经验和学术成果。

This book is a reprint of Theory and Modeling of Turbulence published in 2005. This book systematically explains the basic theory of turbulence and the numerical modeling method of modern turbulence. Compressible turbulence is added in this edition, and the number of chapters has been updated from 8 to 9. Specific content includes statistics and measurements of turbulence, statistical average equations and pulsation equations of turbulent motion, uniform isotropic turbulence, simple shear turbulence, scalar turbulence, compressible turbulence, turbulent direct numerical modeling, turbulent large-eddy modeling and Reynolds average modeling method. The book summarizes the progress of research on frontiers and hot issues at home and abroad in recent years, and incorporates the author's teaching experience and academic achievements over the years.



## 高速光纤通信中数字信号处理算法原理与应用（第一卷）：单载波调制技术（变革性光科学与技术丛书）

Digital Signal Processing in High-Speed Optical Fiber Communication Principle and Application (Volume 1): Single Carrier Modulation (Transformative Optical Science and Technology Series)

作者：余建军 迟楠

Author: JianJun Yu and Nan Chi

ISBN: 9787302499671

Publication Date: 2018-4-1

余建军：复旦大学教授，国家“千人计划”专家。长期从事高速光传输技术的研究。博士学位论文被评为“全国优秀博士学位论文”；是教育部“长江学者奖励计划”特聘教授、国家杰出青年科学基金获得者。

Prof. JianJun Yu: He is a professor at Fudan University and an expert of “The Recruitment Program of Global Experts”. He has been engaged in the research of high-speed optical transmission technology for a long time, and his PhD dissertation won the reward of “National Excellent Doctoral Dissertation”. He is a Distinguished Professor of the “Changjiang Scholars Program” of the Ministry of Education, and he has been awarded with the National Science Fund for Distinguished Young Scholars.

本书主要介绍了高速光纤通信技术中采用单载波调制的数字信号处理技术的原理和在系统中的应用。主要内容包括采用单载波调制技术的线性和非线性补偿算法原理和应用，全光奈奎斯特信号产生与处理，以及提高信号接收灵敏度和传输带宽的几何整形和概率整形技术。本书适合从事通信领域的工程技术人员，以及高等院校相关专业的研究生阅读。

This book mainly introduces the principle of digital signal processing technology using single-carrier modulation in high-speed fiber-optic communication technology and its application in the system. The book includes the principle and application of linear and nonlinear compensation algorithms using single-carrier modulation technology, all-optical Nyquist signal generation and processing, and geometric shaping and probabilistic shaping techniques to improve signal reception sensitivity and transmission bandwidth. This book is suitable for engineering and technical professionals engaged in the field of communication, as well as graduate students in related majors.



## 纳米级场效应晶体管建模与结构优化研究 Research on Modeling and Structure Optimization of Nanoscale Field Effect Transistors

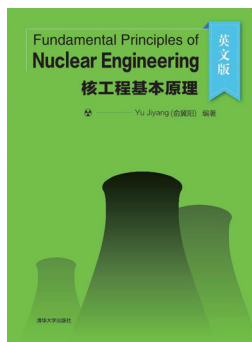
作者：靳晓诗 刘溪 Author: Xiaoshi Jin and Xi Liu

ISBN: 9787302477792

Publication Date: 2017-7-1

本书是对作者在纳米级场效应晶体管领域科研学术成果的系统性论述，具体内容包括纳米级场效应晶体管寄生电容模型、传统纳米级金属氧化物半导体场效应晶体管机理模型、新兴无结型场效应晶体管机理模型以及无结型场效应晶体管的结构优化。本书可供材料、电子、精密仪器等专业科研和工程技术人员参考使用。

This book is a systematic discussion based on the author's scientific research achievements in the field of nano-scale FETs, including nano-scale FET parasitic capacitance model, mechanism model of traditional nano-scale metal-oxide-semiconductor field-effect transistor, mechanism model of emerging junctionless field-effect transistor and structure optimization of junctionless field-effect transistor. This book can be used as a reference for scientific research professionals and engineering technicians in the field of materials, electronics and precision instruments.



## 核工程基本原理

## Fundamental Principles of Nuclear Engineering

作者：俞冀阳 Author: Jiyang Yu

ISBN: 9787302490876

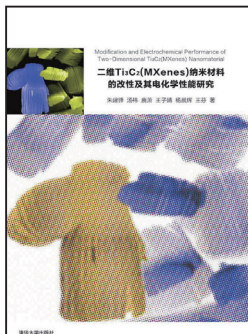
Publication Date: 2018-3-1

俞冀阳：清华大学工程物理系核能科学与工程研究所，副教授，博导。

Jiyang Yu: He is an associate professor and a doctoral supervisor. He currently works in the Institute of Nuclear Energy Science and Engineering Management of Engineering Physics Department, Tsinghua University.

本书着力于核工程所涉及领域的基本原理，打通各个领域的壁垒，使核工程所涉及到的各个领域的基本原理融会贯通，使读者能够掌握全面的知识体系。

This book focuses on the fundamental principles of nuclear engineering. It tries to get through the barriers in various fields, so that the basic principles of the various fields involved in nuclear engineering can be integrated. This book will help readers construct a comprehensive knowledge system.



## 二维Ti<sub>3</sub>C<sub>2</sub>(MXenes)纳米材料的改性及其电化学性能研究

### Modification and Electrochemical Performance of Two-Dimensional Ti<sub>3</sub>C<sub>2</sub> (MXenes) Nanomaterial

作者：朱建锋 汤祎 鹿萧 王子婧 杨晨辉 王芬

Author: Jianfeng Zhu, Wei Tang, Xiao Lu, Zijing Wang,  
Chenhui Yang and Fen Wang

ISBN: 9787302492948

Publication Date: 2018-4-1

朱建锋：陕西科技大学教授，博士研究生导师。主要从事传统陶瓷、结构材料等方面的教学与科研工作。

Prof. Jianfeng Zhu: He is a doctoral supervisor at Shaanxi University of Science and Technology. He is mainly engaged in teaching and researching in traditional ceramics and structural materials.

本书对近年来备受关注的一种新型层状材料——MXenes的制备、改性（包括剥离、金属氧化物负载、导电聚合物负载以及杂原子掺杂）及其电化学能量存储性能等方面进行了较为系统的研究。本书为朱建锋教授团队近年来在MXenes纳米材料的改性及储能应用方面的科研成果总结，可供二维层状材料以及电化学能量存储等相关行业从事研究和生产的人员和高等院校的师生参阅。

This book systematically studies the preparation, modification (including stripping, metal oxide loading, conductive polymer loading, and hetero-atom doping) and electrochemical energy storage performance of a new-layered material, MXenes, which has received much attention in recent years. This book is a summary of the research results of Professor Jianfeng Zhu's team in recent years in the modification and energy storage application of MXenes nanomaterials. It can be used by professionals in research and production in 2D layered materials and related industries such as electrochemical energy storage, as well as by teachers and students in higher education institutions.



## 等离子体蚀刻及其在大规模集成电路制造中的应用（高端集成电路制造工艺丛书）

Plasma Etching and Its Application in Large Scale Integrated Circuit Manufacturing (High-end Integrated Circuit Manufacturing Process Series)

作者：张海洋等

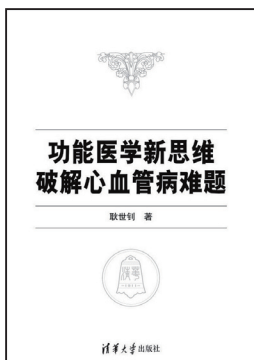
Author: Haiyang Zhang et al

ISBN: 9787302489597

Publication Date: 2018-2-1

本书共9章，基于公开文献全方位地介绍了低温等离子体蚀刻技术在半导体产业中的应用及潜在发展方向。以低温等离子体蚀刻技术发展史开篇，对传统及已报道的先进等离子体蚀刻技术的基本原理做相应介绍，随后是占据了本书近半篇幅的逻辑和存储器产品中等离子体蚀刻工艺的深度解读。此外，还详述了逻辑产品可靠性及良率与蚀刻工艺的内在联系，聚焦了特殊气体及特殊材料在等离子体蚀刻方面的潜在应用。最后是先进过程控制技术在等离子体蚀刻应用方面的重要性及展望。本书可以作为从事等离子体蚀刻工艺研究和应用的研究生和工程技术人员的参考书籍。

The 9 chapters in this book are based on the bibliography in the public domain, introducing the application and potential development direction of low temperature plasma etching technology in the semiconductor industry. Firstly, by reviewing the development history of low-temperature plasma etching technology, the basic principles of the traditional and reported advanced plasma etching technology are introduced. Then the plasma etching process in the logic and memory products are elaborated. In addition, the book discusses the intrinsic links between logic product reliability and yield and etching processes in detail, and focuses on the potential applications of specialty gases and specialty materials for plasma etching. Finally, the importance and prospect of advanced process control technology in plasma etching applications are expounded. This book can be used as a reference book for graduate students and engineering technicians engaged in the research and application of plasma etching processes.



## 功能医学新思维破解心血管病难题

Solving Cardiovascular Problems with New  
Concept in Functional Medicine

作者: 耿世钊

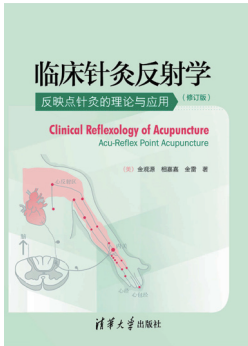
Author: Shizhao Geng

ISBN: 9787302466208

Publication Date: 2018-2-1

本书围绕大多数心脏病的病因展开讨论, 根据一般系统论的主要原则阐明了包括冠心病、高血压病等在内的现代心血管病的逻辑病因, 对心脏功能研究提出了符合系统理论和完全性归纳推理的研究方法, 并得出了心血管病的缺血性病因和共同的心理学病因, 提出了功能医学的新思维和论证原则, 尝试建立统一的功能医学临床模型, 为充分预防心血管病探索了一条新途径。

This book focuses on the etiology of most heart diseases, and illuminates the logical etiology of modern cardiovascular diseases such as coronary heart disease and hypertension according to the main principles of general system theory. This book proposes a research method, which is consistent with systematic theory and complete inductive reasoning for cardiac, function research and addresses the ischemic causes and common psychological causes of cardiovascular disease. It also puts forward the new concepts and arguments of functional medicine, and tries to establish a unified functional medical clinical model with purpose of exploring a new way to fully prevent cardiovascular disease.



## 临床针灸反射学(修订版)

Clinical Reflexology of Acupuncture  
(Revised Edition)  
Acu-Reflex Point Acupuncture

作者: (美) 金观源 相嘉嘉 金雷

Author: (US) Guanyuan Jin, Jiajia Xiang and Lei Jin

ISBN: 9787302484776

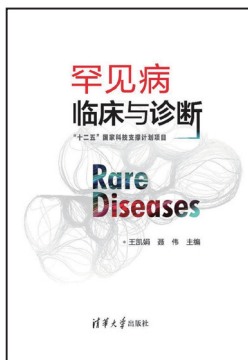
Publication Date: 2017-12-1

近100年来最好的针灸著作之一

One of the best acupuncture books in the past 100 years

本书应用反射学的观点,把经络归结为人体的生理、病理反射系统,提出针灸疗法是一种反射疗法,使传统的针灸疗法与经络学说面目一新,并为它们与现代医学之间架起了一座桥梁。本书集古今中外研究者包括作者37年来在国内外从事针灸临床、科研的丰硕成果与经验,阐释经络的实质与探讨针灸疗法的主要技术理论,尤其注重从临床实际出发,分析针灸治疗常见顽固病症时的难点与提高疗效的途径,故它不仅是针灸临床、科研、教学人员的高级参考书,也是西医学习、融合针灸疗法的理想教材。通过提供了大量的问题和案例,用深入浅出的内容来诠释一些精神分析理论的心理学知识;帮助国内针灸专业人员提升临床实践分析能力和治疗效果。

This book applies the viewpoint of reflexology and attributes the meridian to the physiological and pathological reflex system of the human body. It proposes that acupuncture is a kind of reflexology which makes traditional acupuncture and meridian theories refresh, and serves as a bridge between them and modern medicine. This book contains domestic and foreign researchers' achievements, including the author's 37 years of plenteous results and experience in acupuncture clinical treatment and scientific research. It explains the essence of meridians and discusses the main technical theories of acupuncture therapy, especially focusing on clinical practice. This book also analyzes the difficulties in acupuncture treatment of common stubborn diseases and the ways to improve the efficacy. Therefore, it is not only a high-level reference book for acupuncture clinical practice, scientific research and teaching professionals, but also an ideal textbook for learning western medicine and fusing it with acupuncture therapy. This book provides a large number of questions and cases to interpret the psychology knowledge of some psychoanalytic theories with easy-to-understand words, and it can help domestic acupuncturists improve their clinical practice analysis skills and therapeutic effects.



罕见病临床与诊断  
(“十二五”国家科技支撑计划项目)  
Clinical Practice and Diagnostic of Rare  
Diseases (National Science and Technology  
Program of "Twelfth Five-Year Plan")

作者: 王凯娟、聂伟

Author: Kaijuan Wang and Wei Nie

ISBN: 9787302466147

Publication Date: 2017-11-1

本书集罕见病之大全, 具有临床和流行病学的实用指导意义。全书共6章, 总结了罕见病的流行病学与群体特征, 并介绍疾病定义、临床表现、诊断、鉴别诊断。全书搜集了罕见病相关致病基因及分子诊断技术数据, 提供了迄今为止在罕见病诊断方面较为系统、前沿的信息。本书主编及其团队为国家“十二五”科技支撑计划“中国罕见疾病防治研究与示范”项目主要执行者, 本书具有较高的学术权威性, 可供全国广大临床医师参考。

This book is a collection of rare diseases, and has practical guiding significance for clinical and epidemiological studies. The book consists of six chapters, which summaries the epidemiology and group characteristics of rare diseases, and introduces disease definition, clinical manifestations, diagnosis, and differential diagnosis. The book collects data from pathogenic genes related to rare diseases and molecular diagnostic techniques, and provides a more systematic and advanced information on rare disease diagnosis so far. The editor-in-chief of this book and his team members are the main implementers of the “Research and Demonstration of Rare Disease Prevention and Control in China” under “Twelfth Five-Year” National Science and Technology Program. This book enjoys a high academic authority and can be used as a reference for clinicians.





## 数据与算法

(清华大学电子工程系核心课系列教材)

### Data and Algorithms

(Core Course Textbook Series of Department of Electronic Engineering at Tsinghua University)

作者: 吴及 陈健生 白铂

Author: Ji Wu, Jiansheng Chen, Bo Bai

ISBN: 9787302468813

Publication Date: 2017-10-1

清华大学电子系核心课教材, 王希勤副校长作序推荐。从数据与算法的相互关系入手, 涵盖数据结构、数学模型、数值分析和算法设计思想等相互关联的内容。

The book is one of core course textbook series of Department of Electronic Engineering at Tsinghua University with a foreword by Vice president Xiqin Wang. Based on the relationship between data and algorithms, it elaborates on data structure, mathematical model, numerical analysis and algorithm design concepts and other relevant content.

吴及: 清华大学电子工程系副主任。

Ji Wu: He is the deputy director at Department of Electronic Engineering.

陈健生: 博士, 清华大学电子工程系任副教授。

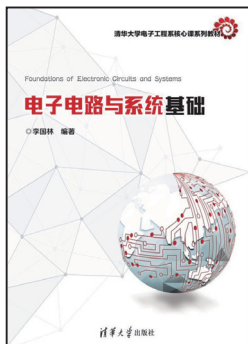
Dr. Jiansheng Chen: He is an associate professor and doctoral supervisor of Department of Electronic Engineering at Tsinghua University.

白铂: 清华大学博士学位, 电子系学术新秀。曾获IEEE ICC 2016最佳论文奖。

Dr. Bo Bai: He is a rising academic star in the Department of Electronic Engineering. He won the Best Paper Award at IEEE ICC 2016.

本书从数据与算法的相互关系入手, 内容涵盖了传统的数据结构和数值分析, 并增加了数学模型和算法设计思想的介绍。全书分四部分, 第一部分, 介绍数据、数学模型和算法的基本概念, 是全书的基础; 数据结构部分从数学模型和问题的角度介绍线性结构、树结构、图结构, 以及查找和排序这两种最常见的非数值问题; 数值分析部分从问题的角度介绍误差分析、实数的表示和运算、一元非线性方程、线性方程组、拟合与插值、最优化问题; 第四部分, 从算法设计思想的角度介绍蛮力法、分治法、贪心法、动态规划、搜索算法和随机算法, 以及求解具体问题时的应用实例。

Based on the relationship between data and algorithm, the book elaborates on not only traditional data structures and numerical analysis, but also mathematical models and algorithm design concepts. It is divided into four sections. In section one, it introduces the basics of data, mathematical models and algorithms, which are the foundation of this book. Section two introduces linear structures, tree structures and graph structures as well as the most common non-numerical problems of finding and sorting from the perspective of mathematical models and problems. Section three focuses on numerical analysis and introduces error analysis, representation and operation of real numbers, unary nonlinear equations, linear equations, fitting and interpolation, and the problem of optimization. Section four introduces brute force method, divide and conquer method, greedy method, dynamic programming, search algorithm, and random algorithm and practical examples of solving specific problems from the perspective of algorithm design.



## 电子电路与系统基础

(清华大学电子工程系核心课系列教材)

### Foundations of Electronic Circuits and Systems

(Core Course Series of Electronic Engineering Department of Tsinghua University)

作者: 李国林

Author: Guolin Li

ISBN: 9787302468752

Publication Date: 2017-10-1

李国林: 清华大学电子工程系副教授。电磁场与微波技术专业博士。2002年入职清华大学电子工程系电路与系统研究所至今, 主要从事电路与系统、电子医疗、人机交互等方面的研究工作。

Guolin Li: He is an associate professor at the Department of Electronic Engineering, Tsinghua University. He obtained PhD in electromagnetic field and microwave technology. In 2002, he joined the Institute of Circuits and Systems of Electronic Engineering Department of Tsinghua University. He is mainly engaged in research work in circuits and systems, electronic medical care, and human-computer interaction.

本课程是首次将“电路原理”“模拟电路”“通信电路”“数字电路”及场路整合一体的新电路原理课程。课程以电路抽象为主干, 把包括放大器、滤波器、振荡器、数字门电路及存储器、能量转换电路等诸多基本单元电路挂靠在线性电阻电路、非线性电阻电路、一阶动态电路、二阶动态电路四个分支上。读者通过本课程学习可在更高层面上理解、分析和设计电路。

This course is the first of its kind to integrate the "circuit principle", "analog circuit", "communication circuit", "digital circuit" and field circuit. It is based on circuit abstraction and links many basic unit circuits including amplifiers, filters, oscillators, digital gates and memories as well as energy conversion circuits to four branches of linear resistance circuits, nonlinear resistance circuits, first-order dynamic circuits, and second-order dynamics. Through this course, readers can understand, analyze, and design circuits with more advanced knowledge.



## 现代电力系统模拟技术

(清华大学电子工程系核心课系列教材)

### Simulation Technology for Modern Power System

(Core Course Series of Electronic Engineering Department of Tsinghua University)

作者: 毕大强 陈永亭

Author: Daqiang Bi and Yongting Chen

ISBN: 9787302465805

Publication Date: 2018-1-1

本书是作者长期从事电力系统动态模拟和近年新能源发电模拟技术研究的总结,是一部系统论述现代电力系统模拟技术的著作。全书共13章,主要包括电力系统模拟理论基础、同步发电机模拟、同步发电机励磁系统及负阻器模拟、原动机及调速器模拟、变压器模拟、输电线路模拟、电力系统负载模拟、电网电压故障模拟、风力发电模拟、光伏发电模拟、储能电池模拟、电力系统实时仿真模拟技术以及电力系统监控技术。本书可作为电力系统及其自动化、新能源发电技术及相关专业的研究生教材。

This book is a summary of the author's long-term research on power system dynamic simulation and recent research on new energy power generation simulation technology. It systematically discusses the modern power system simulation technology. The book consists of 13 chapters, including the theoretical basis of power system simulation, synchronous generator simulation, synchronous generator excitation system and negative resistance simulation, prime mover and governor simulation, transformer simulation, transmission line simulation, power system load simulation, grid voltage fault simulation, wind power generation simulation, photovoltaic power generation simulation, energy storage battery simulation, power system real-time simulation technology and power system monitoring technology. This book can be used as a postgraduate textbook for students in related majors such as power systems and automation, new energy generation technologies.



高电压试验技术 (第4版)  
(清华大学电气工程系列教材)  
High-voltage Testing Technology (4th  
Edition)  
(Electrical Engineering Series of Tsinghua University)

作者: 陈昌渔 王昌长 高胜友

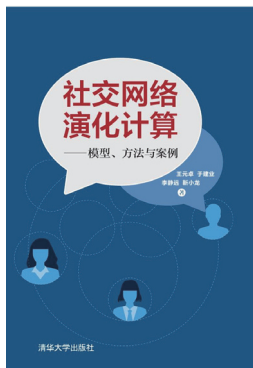
Author: Changyu Chen, Changchang Wang and  
Shengyou Gao

ISBN: 9787302489795

Publication Date: 2017-12-1

本书内容包括高电压试验设备和测量技术两大方面,以及高电压试验室的建设。书中还介绍了有关高电压试验技术的新版中国国家标准和国际电工委员会IEC的推荐标准。本书前8章讲述高电压试验设备及相应的测量装置,内容包括交流高压、直流高压、雷电冲击电压、操作冲击电压和冲击电流的测试。第9、10两章分别叙述介质损耗因数和介质内部局部放电的测量。第11章专门讨论高电压实验室设计中的一些技术问题。本书可作为高电压及绝缘技术专业研究生的选修课教材以及高校强电专业的参考教材。

This book covers high-voltage testing equipment and measurement technology, as well as the construction of high-voltage laboratories. It also introduces the new national standards and recommended standard of International Electrotechnical Commission (IEC) for high-voltage testing technology. The first 8 chapters describe high-voltage testing equipment and corresponding measuring devices, including the tests of AC high voltage, DC high voltage, lightning impulse voltage, operating surge voltage and inrush current. Chapters 9 and 10 are about the dielectric loss factor and the measurement of the partial discharge inside the medium. Chapter 11 discusses some technical issues in high-voltage laboratory design. This book can be used as textbook compulsory or optional courses of high voltage and insulation technology for graduate students.



## 社交网络演化计算——模型、方法与案例

## The Evolutionary Computation of Social Networks—Models, Methods and Cases

作者: 王元卓 于建业 李静远 靳小龙

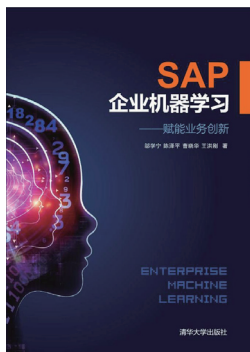
Author: Yuanzhuo Wang, Jianye Yu, Jingyuan Li, Xiaolong Jin

ISBN: 9787302486206

Publication Date: 2018-3-1

本书主要以博弈论、演化博弈论为模型基础,深入地探讨了社交网络演化的建模方法,并结合具体应用场景,介绍了社交网络中的信息、网络和群体的演化计算问题的建模、分析与评价方法,并通过新浪微博、Twitter、Facebook、Google+、Youtube等真实数据的演化计算与分析,深入地探讨了社交网络中信息传播、网络结构和群体行为的演化规律,以及如何进行跨网络的时序预测与推荐。本书既可供计算机、通信、信息等相关专业的教师、研究生和大学高年级学生作为教材或教学参考书,也可供社交网站、电商、网络营销等方面的研究人员和工程技术人员参考。

Based on game theory and evolutionary game theory, this book delves into the modeling method of social network evolution. This book introduces the modeling, analysis and evaluation methods employed in solving the evolutionary computation problems of information, networks and groups in social networks with specific application scenarios. In addition, with evolutionary calculation and analysis of real data on Sina Weibo, Twitter, Facebook, Google+ and Youtube, the book elaborates on the evolution of information dissemination, network structure and group behaviors in social networks and time serial prediction and recommendation across networks. This book can be used as a textbook or teaching reference for teachers, graduate students and senior undergraduates in computer, communication, information and other relevant areas, and can also be used as a reference for researchers and engineering technicians in social networks, e-commerce, e-marketing, etc.



## SAP企业机器学习——赋能业务创新

### SAP Enterprise Machine Learning - Empowering Business Innovation

作者：邬学宁 陈泽平 曹晓华 王洪刚

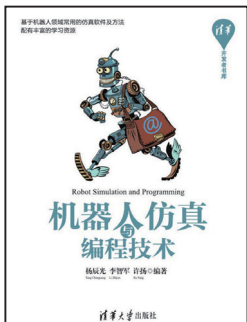
Author: Xuening Wu, Zeping Chen, Xiaohua Cao and  
Honggang Wang

ISBN: 9787302501626

Publication Date: 2018-7-1

全面介绍企业机器学习的背景，SAP的机器学习平台SAPClea，和十余种机器学习算法的思想、原理与实现。通过12个行业50个企业创新案例，启迪读者基于大数据，利用机器学习进行业务创新，并使用SAP数据科学框架，工具和方法论建立模型，和进行持续迭代和优化，提供试用软件，使读者可以通过实践，理论联系实际，牢固的理解机器学习思想和将创新落地。

This book comprehensively introduces the background of enterprise machine learning, machine-learning platform SAPClea, and the ideas, principles and implementation of more than ten kinds of machine learning algorithms. Based on 50 enterprise innovation cases in 12 industries, it enlightens readers to use machine learning to innovate based on big data, to use SAP data science frameworks, tools and methodologies to build models, and to perform continuous iterations and optimizations. This book provides trial software that allows readers to apply theories for practical uses, which will make readers understand machine learning ideas firmly and put innovation into practice.



## 机器人仿真与编程技术（清华开发者书库）

Robot Simulation and Programming  
(Tsinghua Developer Library)

作者：杨辰光 李智军 许扬

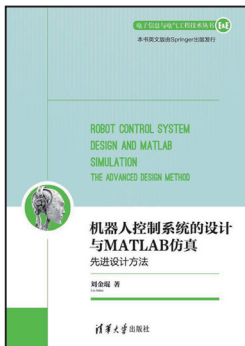
Author: Chenguang Yang, Zhijun Li and Yang Xu

ISBN: 9787302490487

Publication Date: 2018-2-1

在机器人的科研与工业应用中，机器人仿真与编程技术发挥着无可替代的作用。本书主要内容分为三部分，分别介绍了基于MATLAB机器人工具箱的机器人仿真、3款常用的机器人仿真软件、机器人操作系统（Robot Operating System, ROS）的基础和应用。本书所使用的工具包括MATLAB、Simulink、3款常用的机器人仿真软件和机器人操作系统。本书配套资源丰富，适合作为教材或教辅，也适合各层次的机器人开发人员和机器人爱好者阅读。

Robot simulation and programming technology play an irreplaceable role in the scientific research and industrial application. The book is divided into three parts: introduction of the robot simulation based on MATLAB robot toolbox, three commonly used robot simulation software, and the basics and applications of Robot Operating System (ROS). The tools used in this book include MATLAB, Simulink, and three commonly used robot simulation software and operating system. With abundant supporting resources, it is suitable to be used as a textbook or supplementary book, and also suitable for robot developers and robot lovers of all levels.



**机器人控制系统的设计与MATLAB仿真：  
先进设计方法（电子信息与电气工程技术丛书）**  
Robot Control System Design and MATLAB  
Simulation: The Advanced Design Method  
(Book Series in Electronic Information and Electrical  
Engineering Technology)

作者：刘金琨 Author: Jinkun Liu

ISBN: 9787302470083

Publication Date: 2017-11-1

刘金琨：北京航空航天大学控制理论与控制工程专业教授、博士生导师。主持国家自然科学基金等科研项目10余项。

Prof. Jinkun Liu: He is a professor of control theory and control engineering at Beijing University of Aeronautics and Astronautics. He is a doctoral supervisor and has presided over more than 10 scientific research projects such as the National Natural Science Foundation project.

本书系统地介绍了机械手为主的先进控制器的设计和分析方法，是作者多年从事机器人控制系统教学和科研工作的结晶，同时融入了国内外同行近年来所取得的最新成果。本书是在原有《机器人控制系统的设计与MATLAB仿真》基础上撰写而成的。全书分为上下两册，作为下册，本册以电机、机械手、倒立摆、移动机器人和四旋翼飞行器为对象，共分13章，每种控制方法都给出了算法推导、实例分析和相应的MATLAB仿真设计程序。本书适用于从事生产过程自动化、计算机应用、机械电子和电气自动化领域工作的工程技术人员阅读，也可作为高等院校工业自动化、自动控制、机械电子、自动化仪表、计算机应用等专业的教学参考书。

This book systematically introduces the design and analysis methods of advanced controllers with manipulator. It is a product of the author's years of teaching and research work on robot control systems, and it incorporates the latest achievements of domestic and foreign research in recent years. This book series are based on the original "Robot Control System Design and MATLAB Simulation" and are divided into two volumes. As the second volume, it consists of 13 chapters and aimed at motors, manipulators, inverted pendulums, mobile robots and quadrotor aircrafts. Algorithm derivation, case analysis and corresponding MATLAB simulation design procedures are given for each control method. This book is suitable for engineering and technical professionals engaged in the field of production process automation, computer application, mechanical electronics and electrical automation. It can also be used as a teaching reference book for industrial automation, automatic control, mechanical electronics, automatic instrumentation, computer application and other majors in colleges and universities.





## 图像处理、分析与机器视觉 (基于LabVIEW)

Image Processing, Analysis and Machine  
Vision (Based on LabVIEW)

作者: 杨高科

Author: Gaoke Yang

ISBN: 9787302496410

Publication Date: 2018-6-1

杨高科: 现就职于加拿大THALES公司, 曾先后在SIEMENS、ALCATEL-LUCENT上海贝尔从事系统设计工作, 并主持和管理过多个大型自动控制项目的部署实施。

Gaoke Yang: He is currently working at THALES in Canada. He has worked in system design at SIEMENS, ALCATEL-LUCENT-sbell, and has presided over and managed the deployment of several large automation projects.

本书主要介绍基于LabVIEW的图像处理、分析与机器视觉系统的开发技术。全书尽量避免只进行枯燥的理论讲解, 而是从实际工程应用的角度将内容分为“机器视觉系统构建”、“图像操作与增强”和“特征识别与机器决策”三大部分。本书可作为图像处理、分析和机器视觉项目开发人员的技术参考书, 或高等学校计算机、虚拟仪器、自动化、模式识别与图像处理等专业的教材。

This book mainly introduces the development technology of image processing, analysis and machine vision system based on LabVIEW. The book tries to avoid insipid theoretical explanations, and the main content is divided into three parts from the perspective of practical engineering application: "machine vision system construction", "image operation and enhancement" and "feature recognition and machine decision". This book can be used as a technical reference book for developers of image processing, analysis and machine vision projects, or as a textbook for the university students majoring in computers, virtual instruments, automation, pattern recognition and image processing.



## 机器人系统设计及其应用技术

(高等学校电子信息类专业系列教材)

### Robot System: Design and Application

(Textbook Series for Electronic Information Majors in Colleges and Universities)

作者: 赵建伟

Author: Jianwei Zhao

ISBN: 9787302475033

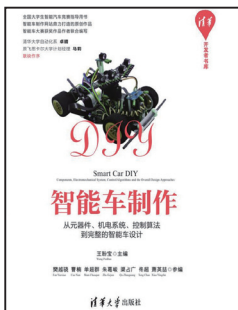
Publication Date: 2017-11-1

赵建伟: 中国矿业大学(北京)矿山机器人研究中心副主任, 高级工程师, 硕士生导师。清华大学, 精密仪器与机械学系博士后。

Jianwei Zhao: He is the deputy director of the Mining Robot Research Center of China University of Mining and Technology (Beijing). He is a senior engineer and a master supervisor. He is also a postdoctoral fellow in the Department of Precision Instruments and Mechanics at Tsinghua University.

本书系统地论述了机器人系统的设计方法及其应用技术, 内容包括绪论、机器人应用技术、机器人系统设计基础、智能车机器人本体设计、机器人视觉系统、机器人传感器技术、机器人系统仿真和机器人系统开发。本书注重将机器人基础理论与应用技术相结合, 力求反映国内外机器人研究领域的新进展, 使读者能深入理解机器人系统的四个组成部分(机械系统、电气系统、控制系统和软件系统)。本书可作为高等学校机电类、仪器类、电子信息类与计算机类专业的本科生教材, 还可供有关科技人员参考。

This book systematically expounds the design method and application technology of robot system, including introduction, robot application technology, robot system design basis, smart car robot body design, robot vision system, robot sensor technology, robot system simulation and robot system development. This book focuses on the combination of basic robot theory and application technology, and strives to reflect new developments in the field of robotics research at home and abroad, so that readers can deeply understand the four components of the robot system (mechanical system, electrical system, control system and software system). This book can be used as a textbook for undergraduates in electromechanical, instrumental, electronic information and computer majors, and can also be used as a reference for scientific and technical professionals.



## 智能车制作——从元器件、机电系统、控制算法到完整的智能车设计（清华开发者书库）

Smart Car DIY – From Components, Electromechanical Systems, Control Algorithms to Complete Smart Car Design (Tsinghua Developer Library)

作者：王盼宝、樊越骁、曹楠、单超群、朱葛峻、渠占广、佟超、萧英喆

Author: Panbao Wang, Yuexiao Fan, Nan Cao, Chaoqun Shan, Gejun Zhu, Zhanguang Qu, Chao Tong and Yingzhe Xiao

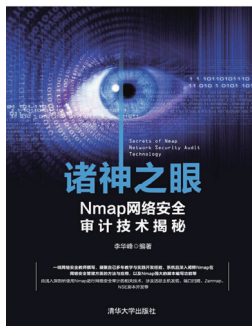
ISBN: 9787302482185 Publication Date: 2018-1-1

全国大学生智能汽车竞赛指导用书！智能车制作网站鼎力打造的原创作品！智能车大赛获奖作品作者联合打造！提供工程源文件！

It is a guidebook for National Smart Car Competition for College Student, an original work created by the [www.znczz.com](http://www.znczz.com), and a book written by the winners of the smart car competition with source materials.

本书尝试全方位、多角度地介绍智能车制作方面的知识。本书编写成员来自智能车论坛管理团队，他们都亲自参加过智能车竞赛并对每年的新赛事持续关注，所负责章节皆是各自擅长的部分。本书首先深入浅出地介绍了组成智能车的硬件元素，然后介绍了智能车制作所需的嵌入式C语言编程知识。当读者掌握了智能车基本的软硬件知识后，本书从智能车电机驱动与调速技术、自动巡线技术和两轮直立技术三个重要方面展开，介绍实现智能车基本功能的知识和经验。作为进阶内容，从提高整车性能和调试效率的目的出发，本书进一步介绍了与智能车相关的PCB设计、机械调校和软件调试等内容。

This book attempts to comprehensively introduce the knowledge of smart car DIY. Authors of this book are from the management team of the smart car forum. They have all participated in the smart car competition and continue to pay attention to the new events every year. They are responsible for the chapter of their own specialties. The book firstly introduces the hardware elements of the smart car in a simple way, and then expounds the embedded C language programming knowledge required for smart car DIY. After the reader has mastered the basic software and hardware knowledge of the smart car, this book introduces the knowledge and experience to realize the basic functions of the smart car from the aspects of the smart car motor drive and speed control technology, the automatic line inspection technology and the vertical technology of two-wheel vehicle. This book further introduces PCB design, mechanical fine-tuning and software debugging related to smart cars to improve smart car performance and debugging efficiency.



## 诸神之眼——Nmap网络安全审计技术揭秘

Eye of the Gods - Secrets of Nmap Network Security  
Audit Technology

作者: 李华峰

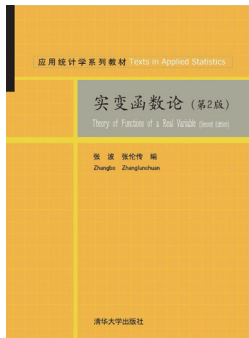
Author: Huafeng Li

ISBN: 9787302472360

Publication Date: 2017-9-1

Nmap是目前非常受关注的网络安全审计技术工具，是绝大多数从事网络安全人员的必备工具。本书由一线网络安全教师亲笔撰写，凝聚了作者多年教学与实践开发经验，内容涉及网络安全审计的作用、价值、方法论，Nmap在网络安全管理方面的方法与应用，以及Nmap强大的脚本编写功能等。本书内容并不局限于某个具体功能的使用，而是系统深入地结合Nmap与网络审计原理进行讲解，帮助读者全面深入了解相关技术。本书所用示例的设计不仅可以让读者理解某个知识点的使用方法，更能让读者明白具体知识点所使用的场景。本书注意理论与实践相结合，适合那些希望学习Nmap进行网络安全审计的工程技术人员或相关专业学生等阅读。

Nmap is currently a very popular tool for network security audit it is commonly used for most network security professionals. This book is written by a first-line network security teacher, based on his years of experience in teaching and practical development. The book covers the role, value and methodology of network security audit, Nmap's methods and applications in network security management, and Nmap's powerful scripting function, etc. This book is not limited to the use of a specific function, but systematically and thoroughly explains relevant technologies by combining with the Nmap and network audit principles, which will facilitate readers' understanding. The examples in this book not only help readers understand the usage of a certain knowledge point, but also understand the scenes used by the specific knowledge point. This book pays attention to the combination of theory and practice, and is suitable for the engineers and students of related majors who wish to learn Nmap for network security audit.



## 实变函数论（第2版）（应用统计学系列教材）

## Theory of Functions of a Real Variable (2nd Edition)(Texts in Applied Statistics)

作者：张波、张伦传

Author: Bo Zhang and Lunchuan Zhang

ISBN: 9787302462668

Publication Date: 2017-2-1

本书以集合论基本知识为出发点，重点讲授勒贝格测度和勒贝格积分理论，核心是勒贝格积分，而特征函数是联系可测集、可测函数和勒贝格积分的纽带。对于 $p$ 次可积函数类，从空间的角度刻画了其整体性质，核心是完备性和可分性。最后通过引入绝对连续函数概念，获得了牛顿-莱布尼茨公式成立的充要条件。本书可作为统计学、数学等学科的教材或相关专业人员的参考书。

Based on the basic knowledge of set theory, this book focuses on Lebesgue measure and Lebesgue integral theory. The core content is Lebesgue integral, and the feature function is the link between measurable set, measurable function and Lebesgue integral. For the  $p$ -order integrable function class, its overall properties are described from a spatial perspective with the core property of completeness and separability. Finally, by introducing the concept of absolute continuous function, the necessary and sufficient conditions for the establishment of the Newton-Leibnitz formula are obtained. This book can be used as a textbook for the subjects such as statistics and mathematics or a reference book for related majors.



## 分布估计调度算法

### Estimation of Distributed Algorithms for Scheduling

作者: 王凌、王圣尧、方晨

Author: Ling Wang, Shengyao Wang and Chen Fang

ISBN: 9787302488590

Publication Date: 2017-12-1

本书主要介绍分布估计算法(EDA)在柔性车间调度与资源约束调度等问题上的应用。全书由11章构成,安排如下:第1章介绍EDA的原理及其相关研究的进展。第2~6章分别介绍不相关并行机调度、柔性作业车间调度、模糊柔性作业车间调度、随机混合流水线调度、分布式流水线装配调度等问题的EDA设计与性能分析。第7~9章介绍随机资源约束项目调度、多目标资源约束项目调度、低碳项目调度等问题的EDA设计与性能分析。第10~11章分别介绍EDA在半导体最终测试调度、电子系统综合设计建模与优化等问题上的应用。本书主要面向自动化、管理、计算机、机械、工业工程等学科的学生和技术人员。

This book mainly introduces the application of distribution estimation algorithm (EDA) in solving problems such as flexible workshop scheduling and resource constraint scheduling. The book consists of 11 chapters and is organized as follows: Chapter 1 introduces the principles of EDA and the progress of related research. Chapters 2~6 are about EDA design and performance analysis of unrelated parallel machine scheduling, flexible job-shop scheduling, fuzzy flexible job-shop scheduling, random hybrid pipeline scheduling and distributed assembly scheduling. Chapters 7~9 focus on EDA design and performance analysis of stochastic resource constrained project scheduling, multi-objective resource constrained project scheduling, and low-carbon project scheduling. Chapters 10~11 introduce the application of EDA in semiconductor final test scheduling, electronic system integrated design modeling and optimization. This book is targeted at students and technicians in majors such as automation, management, computer, mechanical and industrial engineering.



## 量子力学基础与固体物理学

### Basic of Quantum Mechanics and Solid State Physics

作者：黄向东

Author: Xiangdong Huang

ISBN: 9787302460855

Publication Date: 2017-5-1

本书编写的主要目的是为强化材料学科本科生的物理基础，加强对微观物质认识的理论和处理问题的方式与方法，为学生进一步深入学习和研究材料科学打下坚实基础。本书分为两篇11章。上篇7章为量子力学部分，从第1章对量子理论发展史的回顾引出量子概念，到第7章近似法求解薛定谔方程，给出物理理论处理问题的基本思路，基本涵盖了量子力学中最基本的概念、处理问题的方式和典型问题的解法等；下篇4章为固体物理学部分，包括固体结构、晶格振动与晶体的热学性质、固体的结合、固体电子论，基本涵盖的固体物理学最基本的内容，重点在晶格振动和固体电子论两部分。

The main purpose of this book is to strengthen the foundation of physics of undergraduate students in materials science and improve the theory of microscopic material understanding and ways and methods of dealing with problems, which will serve as a foundation for students' further research. The book is divided into 2 parts consisting of 11 chapters. The 7 chapters of the first part are about quantum mechanics. From the history review of quantum theory and quantum concept in Chapter 1 to the approximate solution of the Schrödinger equation in Chapter 7, the basic idea of the physics theory is given, which covers the basic concepts in quantum mechanics, the way to deal with problems and the solution to typical problems. The 4 chapters of the second part are about solid physics, including solid structure, lattice vibration and thermal properties of crystals, solid combination and solid electron theory. It covers the most basic content of solid state physics and focuses on two parts: lattice vibration and solid state electronics.



## 化工热力学(第3版) (清华大学化学工程系列教材)

Chemical Thermodynamics (3rd Edition)  
(Textbook Series in Chemical Engineering of Tsinghua University)

作者: 高光华 陈健 卢滇楠

Author: Guanghua Gao, Jian Chen and Diannan Lu

ISBN: 9787302452010

Publication Date: 2017-6-1

高光华: 清华大学化工系教授, 从事化工热力学教学30余年, 国家教学名师。

Guanghua Gao: He is a professor at the Department of Chemical Engineering at Tsinghua University. He has been teaching chemical thermodynamics for more than 30 years and he is a nationally outstanding teacher.

陈健: 清华大学化工系教授, 博导, 清华大学精品课教师。

Jian Chen: He is a professor at the Department of Chemical Engineering at Tsinghua University, a doctoral supervisor, and a teacher of excellent courses at Tsinghua University.

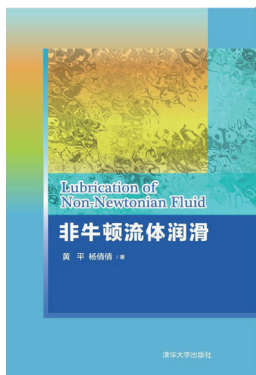
卢滇楠: 清华大学化工系副教授, 博导, 全国优秀博士论文获得者。

Diannan Lu: He is an associate professor at the Department of Chemical Engineering at Tsinghua University, a doctoral supervisor, and the reward-winner of the national excellent PhD dissertations.

本书是高等院校化工热力学课程的教材。内容包括热力学基本定律、流体的  $p-V-T$  关系和流体的热力学性质、气体的压缩和膨胀过程、热功转换过程及其过程热力学分析、液体溶液、相平衡和化学反应平衡。本书可作为高等院校化工类各专业的教材, 也可供从事化学工业、石油化工、轻工、材料和热动力学的科技人员参考。

This is a textbook for chemical thermodynamics courses in higher education institutions. The book includes the basic laws of thermodynamics, the  $p-V-T$  relationship of fluids and the thermodynamic properties of fluids, the compression and expansion process of gases, the thermodynamic conversion process and thermodynamic analysis of processes, liquid solutions, phase equilibrium and chemical reaction equilibrium. This book can be used as a textbook for the chemical engineering major students in colleges and universities. It can also be used as a reference for scientific and technical professionals engaged in chemical industry, petrochemical industry, light industry, materials and thermal power.





## 非牛顿流体润滑

### Lubrication of Non-Newtonian Fluid

作者：黄平 杨倩倩

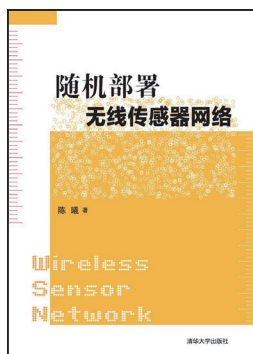
Author: Ping Huang and Qianqian Yang

ISBN: 9787302487845

Publication Date: 2017-11-1

本书最大的特色是在提出流速分离法的基础上，推导出求解流体润滑问题的普适流体润滑方程。流速分离法解决了推导非牛顿流体润滑统一方程的难点，普适流体润滑方程可用于牛顿流体和非牛顿流体润滑问题的求解。此外，本书还对非牛顿流体的黏度做了较详细的分析，提出了增量黏度和全量黏度的概念。本书分析了剪应力有界非牛顿流体的润滑失效机理和流体润滑膜承载能力，并介绍了测量极限剪应力的多种实验方法。最后，本书还给出了利用上述基本方法编写的数值分析计算程序。本书可作为机械类各专业的研究生教材。

The feature of this book is to derive the universal fluid lubrication equation for fluid lubrication problems based on the proposed flow velocity separation method. The flow velocity separation method mainly addresses the difficulty of deriving the unified equation of non-Newtonian fluid lubrication, and the universal fluid lubrication equation can be used to solve the lubrication problem of Newtonian fluid and non-Newtonian fluid. In addition, the book also makes a detailed analysis of the viscosity of non-Newtonian fluids, and proposes the concept of incremental viscosity and full viscosity. This book analyzes the lubrication failure mechanism of shear-bounded non-Newtonian fluids and the bearing capacity of fluid-lubricating membranes, and introduces various experimental methods for measuring ultimate shear stress. Finally, the book also gives a numerical analysis calculation program based on the above basic methods. This book can be used as a textbook for graduate students in mechanical engineering.



## 随机部署无线传感器网络

## Randomly Deployed Wireless Sensor Network

作者: 陈曦

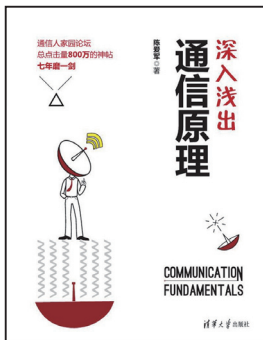
Author: Xi Chen

ISBN: 9787302476702

Publication Date: 2017-10-1

本书针对随机部署的无线传感器网络,分析网络覆盖性能的基本特性并设计出非完全覆盖的节点工作模式;分析传感器网络以大概率捕捉动态目标的节点调度机制与节点工作模式对覆盖性能及网络寿命的影响;进一步提出以概率转发的多路由通信协议。最后介绍基于能量强度的多目标声源定位及目标个数的估计方法与基于Mica传感器系统的目标定位与跟踪的实验。本书可供高等院校相关专业的研究生以及从事无线传感器网络的研究人员参考。

For randomly deployed wireless sensor networks, this book analyzes the basic characteristics of network coverage performance and designs the non-completely covered node-working mode. It analyzes the effect of node scheduling mechanism and node working mode on coverage performance and network lifetime of sensor network with high probability of capturing dynamic targets. Furthermore, a multi-route probability-based data forwarding communication protocol is proposed. Finally, the multi-target sound source localization method based on energy intensity, the estimation method of target number and the experiment of target positioning and tracking based on Mica sensor system are introduced. This book can be used as a reference for graduate students in related fields and researchers engaged in wireless sensor networks.



## 深入浅出通信原理

### Easy-to-understand Communication Fundamentals

作者：陈爱军

Author: Aijun Chen

ISBN: 9787302483861

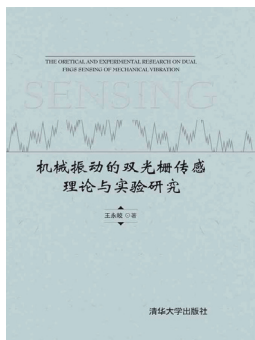
Publication Date: 2018-2-1

陈爱军：1997年毕业于西安交大无线电专业，进入华为公司，迄今已逾20年。先后从事GSM、CDMA、WiMAX、LTE等无线产品研发工作。

Aijun Chen: He graduated from Xi'an Jiaotong University, majoring in radio. He has been working in Huawei for more than 20 years, and has been engaged in the research of wireless products such as GSM, CDMA, WiMAX, and LTE.

本书的主要内容源于作者在通信人家园上的“深入浅出通信原理”系列连载，汇编成为继承了连载图文并茂、深入浅出、理论联系实际的特点，并在连载内容的基础上进行了补充和完善。从信号和频谱讲起，以通信模型为主线，对信道、信源编码、信道编码和交织、脉冲成形、调制、天线技术、复用和多址技术等做了系统讲解。本书针对真正希望搞清楚通信原理的读者编写，适用于高等院校通信专业学生和电信行业工程师。

The main content of this book comes from the author's series articles "Understand Communication Fundamentals" on the forum called "Home to Telecommunication Professionals". The book features vivid description, easy-to-understand language, and practical theories and new content is added to complement the series. The signal and spectrum are explained firstly, and then the channel, source coding, channel coding and interleaving, pulse shaping, modulation, antenna technology, multiplexing and multiple access technology are systematically explained with the focus on the communication model. This book is written for readers who are eager to understand the communication fundamentals, and it is suitable for college students in communication majors and engineers in the telecommunications industry.



## 机械振动的双光栅传感理论与实验研究

Theoretical and Experimental Research on  
Dual FBGS Sensing of Mechanical Vibration

作者: 王永皎

Author: Yongjiao Wang

ISBN: 9787302479734

Publication Date: 2017-9-1

王永皎: 工学博士, 河南城建学院计算机学院副教授。目前主要从事光纤传感理论与应用, 计算机及应用技术的教学与研究工作。

**Dr. Yongjiao Wang:** He is a doctor of engineering and an associate professor at the School of Computer Science at Henan University of Urban Construction. He is currently engaged in the teaching and research of optical fiber sensing theory and applications as well as computer and application technology.

在自然界和人类生产实践活动中, 机械振动是普遍存在的一种物理现象。为了预防过度振动带来的危害和对各种运转机械的自动控制, 人们需要对机械振动进行在线监控。本书阐述了使用光纤光栅传感技术对机械振动进行监测的背景和意义, 并解释了选择双光栅进行监测的优点。本书从理论及实验方面研究了采用双光纤光栅解决机械振动的在线监测问题, 可供从事光纤传感、光纤通信、传感应用专业的教学、科研、工程技术人员参考阅读。

Mechanical vibration is a ubiquitous physical phenomenon in nature and human production practices. In order to prevent the damage caused by excessive vibration and realize the automatic control of various machines, people need to monitor the mechanical vibration constantly. This book describes the background and significance of fiber Bragg grating sensing technology in mechanical vibration monitoring and explains the advantages of choosing dual gratings for monitoring. This book studies the online monitoring problem of mechanical vibration with dual fiber grating from both theoretical and experimental perspectives. It can be used by teaching professionals, scientific research professionals and engineering technicians engaged in optical fiber sensing, optical fiber communication and sensing applications.



## 多介质融合电力信息通信网建设

### Communication Network Construction of Electric Power Information with Multi-media Fusion

作者: 王如伟

Author: Ruwei Wang

ISBN: 9787302483199

Publication Date: 2017-12-1

本书结合电力通信的特点,对近年来电力通信应用的技术进行了深刻分析,就其在电力通信网络中的应用情况、发展趋势和优缺点进行了详细论述,并就多技术、多介质融合的实施案例进行了介绍和研讨。本书的主要内容包括绪论、光传输技术、无线专网通信技术、电力载波技术、EPON网络技术、波分复用技术、软交换技术、在线监测技术、大连电力通信网多介质融合建设实例等。本书对全国电力通信网以及其他专用网络的建设都有重要的参考价值和现实指导意义。

Considering the characteristics of electric power communication, this book analyzes the technology of electric power communication applications in recent years and discusses its application, development trend, advantages and disadvantages in electric power communication network in depth. This book also introduces and discusses the implementation cases of multi-technology and multi-media fusion. The main contents of this book include introduction, optical transmission technology, wireless private network communication technology, power carrier technology, EPON network technology, wavelength division multiplexing technology, soft switching technology, online monitoring technology and construction cases of Dalian electric power communication network with multi-media fusion. This book serves as an important reference and practical guide for the construction of national electric power communication network and other private networks.



## 高频粒子图像测速系统原理与实践

### Principle and Practice of High-frequency Particle Image Velocimetry System

作者：陈启刚、陈槐、钟强、李丹勋、王兴奎

Author: Qigang Chen, Huai Chen, Qiang Zhong, Danxun Li and Xingkui Wang

ISBN: 9787302478034

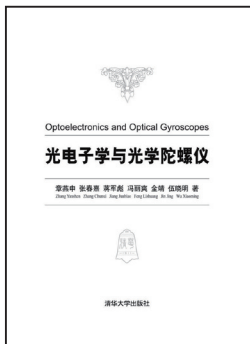
Publication Date: 2017-9-1

陈启刚：清华大学水利系工学博士，北京交通大学讲师。长期从事粒子图像测速（PIV）系统的研发及应用工作。

Dr. Qigang Chen: He is a PhD in engineering from the Department of Water Resources of Tsinghua University and now a lecturer at Beijing Jiaotong University. He has long been engaged in the development and application of particle image velocimetry (PIV) systems.

本书综合介绍了高频粒子图像测速系统的基本原理、硬件组成、主要算法及实际应用。首先回顾了粒子图像测速技术的发展历程，然后以研发一套高频粒子图像测速系统为主线，总结了示踪粒子、光源及光路、相机及镜头、光学成像及数字图像等基础知识，介绍了图像前处理、粒子图像分析及流场后处理的常用方法和算法实现，最后展示了高频粒子图像测速系统的应用实践。本书可供流体力学、水利工程等相关专业科技人员及高等学校相关专业师生参考。

This book introduces the basic principles, hardware components, main algorithms and practical applications of high-frequency particle image velocimetry system. Firstly, the development history of particle image velocimetry technology is reviewed. Then based on the research of high-frequency particle image velocimetry system, the basic knowledge of tracer particles, light source and optical path, camera and lens, optical imaging and digital image are summarized. Furthermore, the common methods and algorithms for image pre-processing, particle image analysis and flow field post-processing are introduced. Finally, the application practice of high-frequency particle image velocimetry system is demonstrated. This book can be used by scientific and technical professionals in related fields such as fluid mechanics and hydraulic engineering, as well as teachers and students of related majors in higher education.



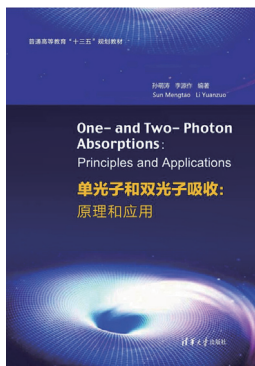
## 光电子学与光学陀螺仪

## Optoelectronics and Optical Gyroscopes

作者：章燕申、张春熹、蒋军彪、冯丽爽、金靖、伍晓明  
Author: Yanshen Zhang, Chunxi Zhang, Junbiao Jiang,  
Lishuang Feng, Jing Jin and Xiaoming Wu  
ISBN: 9787302473527  
Publication Date: 2017-7-1

本书是介绍光学陀螺仪最新进展的学术专著，内容包括：光电子学的基础知识；光学陀螺仪及其关键器件的工作原理、结构、设计方法与研究进展；光学陀螺的导航系统。为了开发具有我国自主知识产权的新型光学陀螺产品，本书还探讨了多种新型光学陀螺仪的可行性，包括激光陀螺仪、光纤陀螺仪和集成光学陀螺仪。本书可供电子工程、微电子、精密仪器与机械等专业的高校师生及科研人员阅读参考。

This book is an academic monograph on the latest developments in optical gyros, including the basics of optoelectronics, the working principle, structure, design methods and research progress of optical gyros and its key components and the navigation system of optical gyros. In order to develop new optical gyro products with independent intellectual property rights in China, the book also explores the feasibility of a variety of new optical gyroscopes, including laser gyros, fiber optic gyroscopes and integrated optical gyroscopes. This book can be used as a reference for college teachers, students and researchers in majors of electronic engineering, microelectronics, precision instruments and machinery.



## 单光子和双光子吸收：原理和应用

### One- and Two- Photon Absorption: Principles and Applications

作者：孙萌涛、李源作

Author: Mengtao Sun and Yuanzuo Li

ISBN: 9787302499749

Publication Date: 2018-4-1

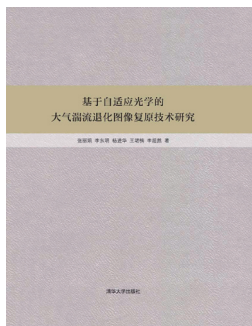
孙萌涛：北京科技大学教授，博导，多年从事分子振动光谱学领域授课和研究工作。

Prof. Mengtao Sun: He is a professor and Doctoral supervisor at University of Science and Technology Beijing. He has been teaching and researching in the field of molecular vibration spectroscopy for many years.

本书系统介绍了单光子吸收理论，单光子诱导电子空穴相关性，在生物、材料、SERS中的单光子过程，双光子吸收理论，非线性极化率理论，双光子诱导电子空穴相关性和双光子荧光分子应用等内容。本书适用于物理学、光学、化学、材料学等专业研究生及高年级本科生使用。

This book systematically introduces the theory of one-photon absorption, one-photon induced electron hole correlation, single-photon process in biology, materials and SERS, two-photon absorption theory, nonlinear polarizability theory, two-photon induced electron-hole correlation, and the application of two-photon fluorescent molecules. This book is suitable for graduate students and senior undergraduates in physics, optics, chemistry, materials science and other fields.





## 基于自适应光学的大气湍流退化图像复原技术研究

### Research on Image Restoration Technology of Atmospheric Turbulence Degradation Based on Adaptive Optics

作者：张丽娟、李东明、杨进华、王珺楠、李超然

Author: Lijuan Zhang, Dongming Li, Jinhua Yang,  
Junnan Wang and Chaoran Li

ISBN: 9787302470885

Publication Date: 2017-6-1

大气湍流的随机扰动严重地影响光学系统的成像性能，本书对湍流效应的自适应光学(Adaptive Optics, AO)图像复原问题进行了研究和探讨。本书主要从两个方面研究自适应光学图像复原问题：一是研究自适应光学系统的构成及光学成像原理，提出了自适应光学系统改进及仿真，实现自适应光学图像波前畸变的实时补偿或校正；二是研究经AO校正后的自适应光学图像复原理论及算法。

Based on random disturbance of atmospheric turbulence seriously affecting the imaging performance of optical systems, this book studies and discusses the adaptive optics (AO) image restoration problem of turbulence effect. It mainly studies adaptive optical image restoration from two aspects: Firstly, the composition and optical imaging principle of adaptive optics system are studied. The improvement and simulation of adaptive optics system are proposed to realize real-time compensation or correction of wave front distortion of adaptive optics. Secondly, the theory and algorithm of adaptive optical image restoration after AO correction are studied.



## 自动控制原理（双语教材）（第2版）

Principles of Automatic Control (Bilingual Textbook) (2nd Edition)

作者：摆玉龙

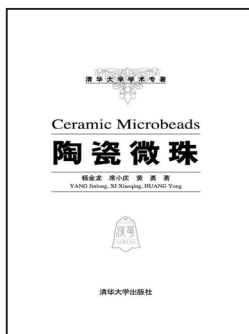
Author: Yulong Bai

ISBN: 9787302495635

Publication Date: 2018-7-1

本书采用中英双语相结合的方式，全面地阐述了自动控制系统的基本理论与方法。全书共分为8章，主要论述连续控制系统的分析和综合方法，包括各类控制系统数学模型的建立和模型间的等效变换；利用经典控制理论中的时域分析法、根轨迹法和频域分析法分析控制系统性能；应用PID控制和串联校正等对系统进行设计；现代控制理论基础等。同时概述了计算机控制系统、过程控制系统和机电一体化系统。书中针对各章内容，适当增加了英文MATLAB应用实验设计，编著了大量英文阅读材料和概念解析，便于双语教学使用。

This book comprehensively expounds the basic theory and method of automatic control system in Chinese and English. It consists of 8 chapters and mainly discusses the analysis and synthesis methods of continuous control systems, including the establishment of mathematical models of various control systems and the equivalent transformation between models, the analysis of control system performance by time domain analysis, root locus method and frequency domain analysis in classical control theory, the application of PID control and series correction to design the system, and the basis of modern control theory. It also explains computer control systems, process control systems, and mechatronic systems. Each chapter is complemented with MATLAB application experiment in English, and a large number of English reading materials and concept analysis are added for bilingual teaching.



## 陶瓷微珠

## Ceramic Microbeads

作者：杨金龙 席小庆 黄勇

Author: Jinlong Yang, Xiaoqing Xi and Yong Huang

ISBN: 9787302485346

Publication Date: 2017-10-1

本书介绍了作者在陶瓷微珠方面所做的工作，论述了陶瓷微珠新产品的具体应用。全书内容包括两部分：第一部分阐述毫米及亚毫米级实心陶瓷微珠的制备及在磨介、笔珠、竞技体育等领域的应用；第二部分介绍微-纳米空心陶瓷微珠的制备，包括空心球陶瓷的制备，微米级空心陶瓷微珠在保温材料、泡沫玻璃、吸附过滤、缓释等方面的应用等。本书适合高校和科研院所材料科学与工程等专业的师生及相关企业的技术人员阅读和参考。

This book introduces the author's work on ceramic microbeads and discusses the specific application of new ceramic microbeads. The book consists of two parts. The first part describes the preparation of millimeter and sub-millimeter solid ceramic beads and their application in the fields of grinding media, pen beads and competitive sports. The second part introduces the preparation of micro-nano hollow ceramic microspheres, including the preparation of hollow spherical ceramics, the application of micron-sized hollow ceramic microspheres in thermal insulation materials, foam glass, adsorption filtration, and sustained release. This book is for teachers and students of material science and engineering majors in universities and research institutes, as well as technical professionals in related industries.



## 混凝土结构设计原理（第2版）

（高等院校土木工程专业规划教材）

### Principles of Concrete Structure Design (2nd Edition)

(Planned Textbook of Civil Engineering Majors in Higher Education Institutions)

作者：李斌 薛刚 牛建刚

Author: Bin Li, Gang Xue and Jiangang Niu

ISBN: 9787302481409

Publication Date: 2017-8-1

本书为高等院校土木工程专业的学科基础课教材，介绍混凝土结构构件的受力性能，房屋建筑工程、公路及桥涵工程混凝土结构设计方法。本书主要依据我国国家标准《混凝土结构设计规范》（GB 50010—2010）（2015年版）编写而成，主要内容包括：绪论，材料的基本性能，以概率理论为基础的极限状态设计方法，钢筋混凝土受弯构件、受压构件、受拉构件、受扭构件性能分析、设计计算和构造措施，钢筋混凝土构件裂缝及变形验算，预应力混凝土轴心受拉构件、受弯构件的力学性能及设计方法。本书可作为高等院校土木工程专业的教材，也可供有关的设计、施工和科研人员使用。

This is a textbook for the basic courses of civil engineering in higher education institutions. It introduces the properties of concrete structures and design principles of concrete structures such as buildings and highways as well as bridges and culverts engineering. This book is mainly based on China's national standard "Code for Design of Concrete Structures" (GB 50010-2010) (2015 edition), and the main contents include introduction, basic performance of materials, limit state design method based on probability theory, performance analysis, design calculation and structural measures, crack and deformation calculation of reinforced concrete components, mechanical properties and design methods of pre-stressed concrete axial tension components and flexural components. This book can be used as a textbook for civil engineering majors in higher education institutions, and can also be used by professionals in design, construction and scientific research.