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2024-2025



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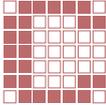
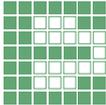
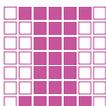
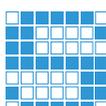
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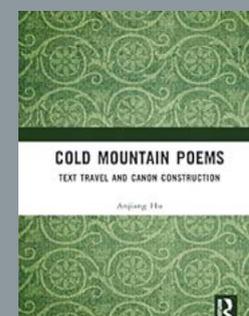
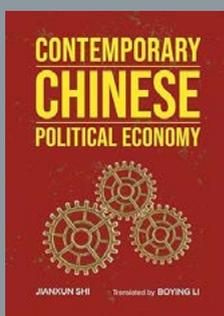
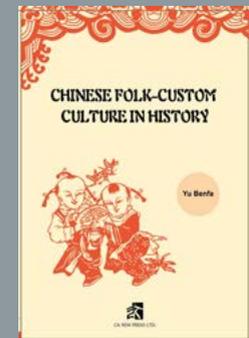
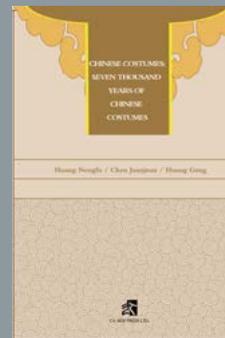
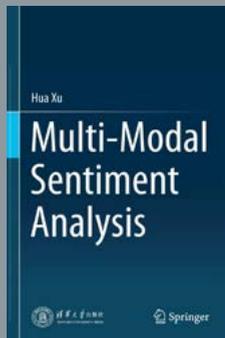
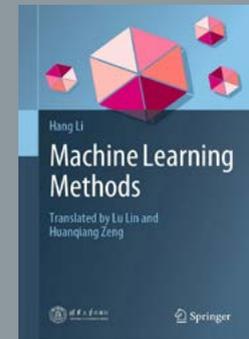
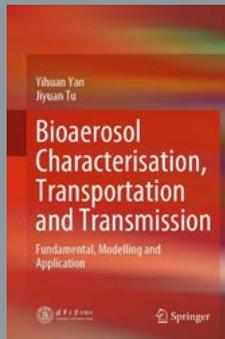
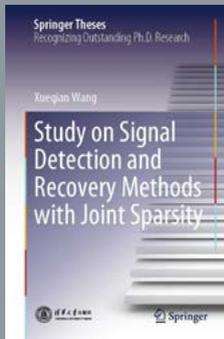
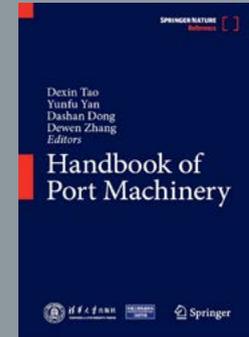
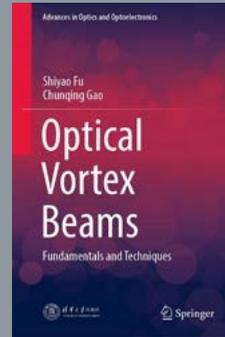
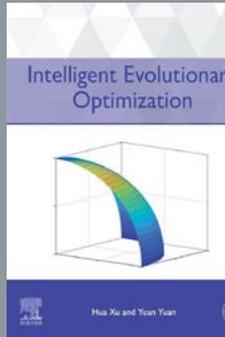
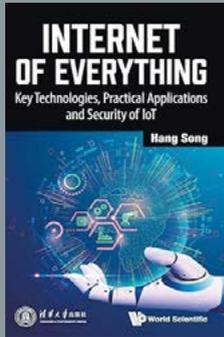
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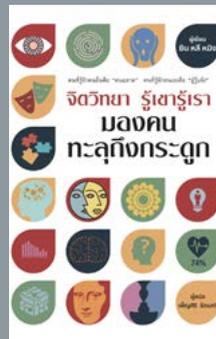
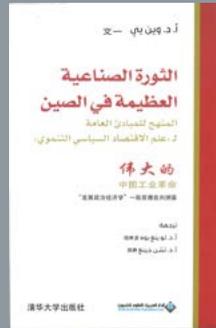
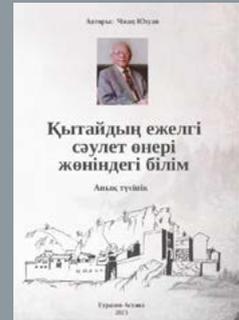
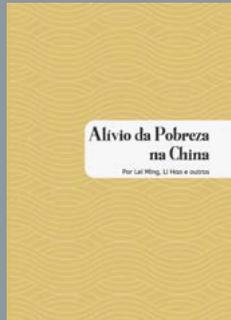
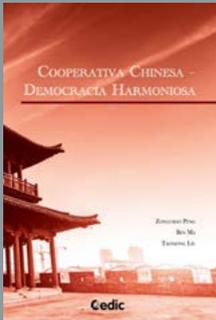


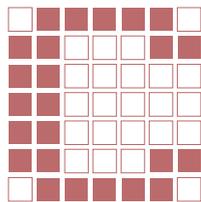
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文化 教育 心理
Culture, Education
and Psychology

中国早期思想史与文献研究

Early Chinese Intellectual History and Literature Research



作者：廖名春

Author: LIAO Mingchun

ISBN: 9787302631118

Publication Date: 9/1/2023

Page Count: 480

About the Book:

Early Chinese Intellectual History and Literature Research is a collection of essays on the early history of Chinese thought and related literature, comprising a total of thirty-two essays. Of these, six are related to the Analects, four to the I Ching, four to the Book of Documents, three to the Tao Te Ching, five to the Book of Rites, four to the Mencius, and six to the Xunzi. The primary approach includes textual analysis, phonology, and exegesis, aiming to investigate and address critical issues in the history of thought. On this basis, it clarifies many misconceptions accumulated by later generations in the intellectual history. The book's distinctive feature is its approach of solving major problems in the intellectual history through elementary philological methods.

About Author:

LIAO Mingchun is a professor in the Department of History at Tsinghua University. He is one of the earliest compilers of the Mawangdui silk manuscript of the *Yi Zhuan* (*Commentaries on the Book of Changes*) and a leading scholar in the study of the Guodian Chu Slips and the Shanghai Museum Bamboo Slips. He has undertaken projects funded by the National Social Science, the Ministry of Education's Social Science, the Beijing Social Science, and the National Committee for the Compilation and Analysis of Historical Texts in Higher Education Institutions.

经济全球化与当代中国经济

Economic Globalization and the Contemporary Chinese Economy



作者：赵春明

Author: ZHAO Chunming

ISBN: 9787302646532

Publication Date: 1/1/2024

Page Count: 228

About the Book:

This book consists of nine chapters: an overview of economic globalization, economic globalization and the high-quality development of China's foreign trade, economic globalization and the in-depth development of China's foreign direct investment, economic globalization and the deepening reform of China's financial system, economic globalization and China's participation in the global value chain, economic globalization and new trends in international trade rules, economic globalization and national economic security, economic globalization and the new development pattern of dual circulation, and economic globalization and common prosperity. This book aims to provide readers with vivid examples and theoretical reflections on economic globalization and the new development of China's contemporary economy. Therefore, it can serve as a core textbook for related majors for students and as supplementary reading material for the general public.

About the Author:

ZHAO Chunming is a Distinguished Professor at Beijing Normal University, Chair of the Teaching Advisory Committee, and a doctoral advisor. He is also the Deputy Director of the Teaching Advisory Committee for Economics and Trade Majors at the Ministry of Education. He has received over sixty teaching awards and honors as well as more than forty research awards and honors.

新视野下的中国经济史（英文版）

New Perspectives on Chinese Economic History



作者：李伯重

Author: LI Bozhong

ISBN: 9787302628187

Publication Date: 10/1/2023

Page Count: 624

About the Book:

To understand the economic miracle of China today, it is essential to conduct a comprehensive and in-depth study of the real state of China's economy before the mid-nineteenth century. This book is an anthology of scholarly works written in English over several decades by the highly influential Chinese economic historian, LI Bozhong. The main goal is to break away from the previously prevalent Eurocentric historical perspective and adopt a fresh perspective in order to acknowledge the shifts in the economic history of the Ming and Qing dynasties. The selected papers are divided into two main categories: one consists of more general works, including keynote speeches and reports presented at major international historical conferences, and the other comprises specialized studies in economic history, particularly focusing on the economic history of Jiangnan during the Ming and Qing dynasties and comparative economic history between China and the West. This book aims to promote international exchange in Chinese economic history and enhance the international perspective of the younger generation of economic historians in China. It is suitable for scholars and graduate students in economics and history.

About Author:

LI Bozhong is an internationally recognized economic historian and one of the first recipients of a doctorate in the humanities after the founding of the People's Republic of China. He has long been engaged in the study of Chinese economic history. He is an emeritus professor in the Division of Humanities at the Hong Kong University of Science and Technology and currently serves as a Chair Professor in the Humanities at Peking University.

大美中国：非遗保护创意创新案例集

Beautiful China: The Collection of Creative Cases of Intangible Cultural Heritage



作者：清华青岛艺术与科学创新研究院

Author: Tsinghua (Qingdao) Academy of Arts
and Science Innovation Research

ISBN: 9787302630616

Publication Date: 8/1/2023

Page Count: 440

About the Book:

This book systematically reviews the investigation and practice of innovative paths and models for intangible cultural heritage (ICH) by the Tsinghua University Academy of Arts & Design—BMW Innovation Base for the Protection of Intangible Cultural Heritage over the past sixteen years. It does so from perspectives such as cultural genes, maintaining integrity while innovating, brand narratives, and industrialization exploration. Using case studies of works co-created by ICH inheritors and Tsinghua Academy of Arts & Design faculty, the book showcases the achievements of integrating ICH into modern life in China. It aims to provide valuable references and paradigms for the protection and innovative inheritance of ICH in all sectors of society. Additionally, it seeks to inspire and set examples for the cultural tourism and ICH industries, industry chains, research institutions, and academic and research institutes, thereby contributing to the sustainable development of the cultural tourism industry and related sectors.

About the Author:

Tsinghua (Qingdao) Academy of Arts and Science Innovation Research is an extension of the Tsinghua University Academy of Arts & Design, directly managed by Tsinghua University. The institute focuses on building an innovative system that integrates art and science. It is dedicated to the discovery and application of new knowledge, fostering versatile leaders in innovation and entrepreneurship to address the challenges of global transformation.

中国农村公共产品治理理论与模式研究

The Governance of Rural Public Goods in China: Theories and Models



作者：路征、张义方、邓翔

Author: LU Zheng, ZHANG Yifang,
and DENG Xiang

ISBN: 9787302646297

Publication Date: 9/1/2023

Page Count: 316

About the Book:

This book is based on new achievements and experiences from domestic and international theoretical research and practices. It defines the scope and types of rural public goods by introducing the concept of agricultural multifunctionality. It further refines the theoretical basis of classic community governance models by studying community economy theory. The book reclassifies governance models for rural public goods, redefines community governance models and NGO governance models, analyzes the effectiveness conditions and adaptability of various governance models, and finally proposes a governance structure for rural public goods in China based on the collaboration of multiple stakeholders. This book can serve as a reference for researchers and postgraduates in disciplines such as economics and public administration, and it can also be read and referenced by policymakers in relevant government departments.

About Author:

LU Zheng, Ph.D. in Economics, is a professor and a doctoral advisor at the School of Economics, Sichuan University. His research primarily focuses on national economics, regional economics, and development economics.

ZHANG Yifang, Ph.D. in Economics, is the chief engineer and senior economist of the Sichuan Engineering Consulting Research Institute. His primary areas of research are macroeconomics, industrial economy, regional economy, and other related subjects.

DENG Xiang, Ph.D. in Economics, is a professor and doctoral advisor at the School of Economics of Sichuan University. He is mainly engaged in research in the fields of national economics, regional economics, and development economics.

中国经济发展新阶段

New Era of Economic Development in China



作者：高旭东

Author: GAO Xudong

ISBN: 9787302615095

Publication Date: 8/1/2022

Page Count: 180

About the Book:

China's economic development has entered a new era. This book provides a systematic analysis of the fundamental characteristics, main tasks, and policy choices associated with this new stage of development. It covers topics such as the necessity and feasibility of achieving both high-speed and high-quality economic growth simultaneously, scientific and technological self-reliance in independent innovation, innovation in state-owned enterprises and private enterprises, enhancement of national governance capacity, as well as directions for major theoretical innovations and practical explorations. The intended readership includes scholars and students in relevant fields, entrepreneurs from various types of enterprises (both state-owned and private), particularly those in technology-intensive industries, government officials at all levels, as well as individuals interested in key issues related to China's future economic development and technological innovation.

About the Author:

GAO Xudong holds a Ph.D. in management from the MIT Sloan School of Management. He is a professor in the Department of Innovation, Entrepreneurship, and Strategy at the School of Economics and Management, Tsinghua University. Additionally, he serves as a Research Fellow and Deputy Director at the Center for Technological Innovation at Tsinghua University. Gao is also a member of the Expert Committee on Information Communication Economy under the Ministry of Industry and Information Technology. His research primarily focuses on industries such as telecommunications, automotive, and energy (including new energy), as well as the competitiveness and innovation capabilities of large state-owned enterprises. His main areas of study include corporate strategy, technological strategy, and technology capability development.

中国经济与世界秩序：竞争性合作时代的开放型经济新格局

Chinese Economy and World Order: A New Architecture for An Open Economy in Era of Competitive Cooperation



作者：刘卫平

Author: LIU Weiping

ISBN: 9787302651536

Publication Date: 1/1/2024

Page Count: 6

About the Book:

The world is undergoing profound changes, while China finds itself at a crucial historical juncture on its path to achieving great rejuvenation. Human society is confronted with unparalleled crises. It is imperative for the academic community to establish its roots in China and embrace an open-minded global perspective in order to address the challenges facing both China and the world. Against this backdrop of history and time, this book focuses on the fundamental current state and emerging trends of profound transformation in China's economic and social fabric in the new era. It integrates theories from sociology, politics, economics, and law, among other disciplines, to conduct comprehensive multi-dimensional and interdisciplinary analyses of shifts in international political, economic, and financial dynamics. Based on the concept of competitive cooperation as well as a theoretical framework, it presents a potential development pathway for intricate post-pandemic international relations whose trajectory remains uncertain. Furthermore, it offers viable recommendations for internal and external institutional reshaping as well as reform strategies that are urgently needed for China to construct a community of shared human destiny.

About Author:

Prof. LIU Weiping works as a researcher at the National Development Bank. He holds a Ph.D. in sociology from Tsinghua University and serves as the class president of the John Thornton Global Leadership program. Additionally, he is a dual-appointed professor at Wuhan University in economics and law, as well as a visiting scholar and researcher at the Sloan School of Management and the History Department of MIT.

当代乡村媒介空间转型

The Transformation of Contemporary Rural Media Space



作者：关琮严

Author: GUAN Congyan

ISBN: 9787302625278

Publication Date: 5/1/2023

Page Count: 196

About the Book:

The Rural Revitalization Strategic Plan (2018-2022) has laid out a detailed plan for rural revitalization over the next five years, marking the entry of the rural revitalization strategy into its specific implementation stage. Of them, it is the driving force behind the strategy of rural revitalization and holds significant importance in promoting the overall strategic implementation. In August of the same year, General Secretary Xi Jinping emphasized at the National Conference on Publicity and Ideology that “solid efforts should be made to build county-level integrated media centers to better guide and serve the people.” Consequently, the rural revitalization strategy and media integration strategy converge in rural areas, clarifying the role of media in promoting rural revitalization and giving new-era significance to the study of media and rural society. For rural cultural revitalization, in-depth exploration and research on the relationship between rural media and space formation, as well as examining the structural transformation of rural media space from a historical perspective, will help to understand the fundamental pattern of rural cultural development. This will contribute theoretical insights and provide some strategic references for rural cultural revitalization and the broader rural revitalization effort.

About the Author:

GUAN Congyan holds a Ph.D. in Communication Studies and is an associate professor at the School of Humanities, Huzhou University. He focuses on research in media sociology and rural communication. He has led one national social science project and two provincial and ministerial-level projects, and he has published a total of thirty-eight academic papers.

中华民族复兴简史

A Brief History of Chinese National Rejuvenation



作者：张宇

Author: ZHANG Yu

ISBN: 9787302620204

Publication Date: 3/1/2023

Page Count: 212

About the Book:

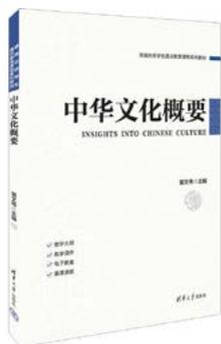
The book, divided into eight chapters, primarily describes the heroic struggles, arduous explorations, and continuous great achievements of the Chinese people since modern times to save the country from peril and bring about the great rejuvenation of the Chinese nation. It focuses on the history of the Chinese Communist Party uniting and leading the Chinese people to achieve the great accomplishments of the New Democratic Revolution, the socialist revolution and construction, the reform and opening up, and the socialist modernization, as well as the great achievements of the new era of socialism with Chinese characteristics, all for the realization of the great rejuvenation of the Chinese nation. The book can be used as a general education textbook for students from Hong Kong, Macao, Taiwan, overseas Chinese, and international students in higher education institutions, and it can also serve as a reference for other readers to understand the history of China's modern and contemporary development.

About Author:

ZHANG Yu is an associate professor at the School of Marxism, Huaqiao University. He graduated from Beijing Normal University with a Ph.D. in history. He has led and completed one National Social Science Fund project and three provincial and ministerial-level projects, and he has received awards for two provincial-level first-class courses. He has published over forty articles and has authored two academic books.

中华文化概要

Insights into Chinese Culture



作者：骆文伟

Author: LUO Wenwei

ISBN: 9787302619406

Publication Date: 10/1/2022

Page Count: 196

About the Book:

The book is guided by the grand historical perspective and the logic of cultural evolution, which combine the key concepts of Marxism with the historical facts of China. The introduction explains the grand historical perspective—the essence of what constitutes China. The first chapter reviews the enduring legacy of Chinese culture; the second chapter delves into Confucian, Daoist, and Buddhist philosophical thought; the third chapter distills the essence of the millennium-old Chinese civilization; the fourth chapter presents the fundamental forms of Chinese culture, where principles and practice are inseparable; the fifth chapter outlines the integration and exchange between Chinese and foreign cultures; the sixth chapter interprets the inheritance and innovation of Chinese culture and its practical paths for modernization; and the seventh chapter highlights the contemporary value of Chinese culture and its universal significance in achieving world harmony. The conclusion echoes the introduction, while also calling on students from Hong Kong, Macao, Taiwan, and overseas Chinese students to bridge Chinese and foreign cultures, contributing their youthful energy to the construction of a harmonious yet diverse and flourishing community of a shared future for mankind.

About the Author:

LUO Wenwei is an associate professor at the School of Marxism, Huaqiao University, the director of the Center for the Study of Chinese Civilization and World Heritage, and the vice president of the Quanzhou Li Zhi Academic Research Association. He primarily teaches courses such as A Brief Overview of Chinese Culture, and World Heritage in China. His recent research focuses on the Chinese national community and national identity, and Chinese culture.

笃行不怠：中国式现代化的实践探索

Steadfast Progress: The Exploration and Practice of Chinese-Style Modernization



作者：本书编写组

Author: The Writing Team

ISBN: 9787302659075

Publication Date: 5/1/2024

Page Count: 464

About the Book:

Focusing on the essential requirements of Chinese-style modernization, this book centers around six key themes: developing whole-process people's democracy, enriching the people's spiritual world, achieving common prosperity for all, promoting harmonious coexistence between humans and nature, realizing high-quality development, and advancing the building of a community with a shared future for humanity. The book includes twenty-three exemplary cases rooted in China, reflecting contemporary and typical practices. These cases showcase the innovative practices of local governments in China, the pioneering experiences of pilot regions, the entrepreneurial, growth, and development stories of outstanding Chinese industries and enterprises, and the real process of China promoting joint development among countries under the Belt and Road Initiative. By telling Chinese stories to illustrate Chinese-style modernization, the book aims to contribute to the dissemination of experiences in modernizing the national governance system and governance capacity, promote China's new development concepts, and highlight the distinctive advantages of the socialist system with Chinese characteristics.

About Author:

Professor PENG Gang, Vice President of Tsinghua University, serves as the chair of the editorial committee for the series. The China Public Administration Case Center is responsible for organizing and carrying out the project, while expert teams from various institutions, including the School of Public Administration, School of Economics and Management, PBC School of Finance, School of Social Sciences, School of Architecture, School of Teaching and Research, and the Think Tank Center, are involved in compiling, reviewing, and accepting case collections.

迈向共同富裕：中国扶贫的实践选择

The Pursuit of Common Prosperity: The Pragmatic Approach to Poverty Alleviation in China



作者：雷明、刘曦绯 等

Author: LEI Ming and LIU Xifei, et al

ISBN: 9787302599005

Publication Date: 4/1/2022

Page Count: 608

About the Book:

This book methodically investigates the effective multifaceted poverty alleviation strategies of the Chinese government from a multidimensional perspective, with a focus on the objectives of common prosperity and leaving no one behind. Emphasizing the importance of common prosperity, the Chinese government has integrated poverty alleviation into its overall development strategy, mobilizing various social forces to carry out targeted poverty alleviation tasks, continuously optimizing financial support efficiency and structure, and uniting efforts from all sectors to participate extensively in poverty reduction. It has opted for all sectors of Chinese society and other global entities to assess China's effectiveness in reducing poverty. This work systematically reveals the theoretical logic behind these efforts and outlines effective models for practical implementation while discussing and offering insights into China's achievements and valuable experiences under this approach through specific case studies at grassroots levels.

About the Author:

LEI Ming is a second-level professor and doctoral advisor at Guanghua School of Management, Peking University. Throughout his career, Professor Lei has focused on research related to sustainable development, sustainable poverty reduction, ecological poverty alleviation, multi-dimensional poverty alleviation, information poverty alleviation, and poverty governance in China's impoverished areas.

乡村振兴的思考与实践

Thinking and Practice of Rural Revitalization



作者：张培奋

Author: ZHANG Peifen

ISBN: 9787302646631

Publication Date: 8/1/2023

Page Count: 232

About the Book:

The book is a compilation of over sixty carefully selected pieces from the author's extensive collection of rural construction notes spanning the past decade. These writings document his personal experiences, practical insights, investigative work in rural construction, and theoretical reflections. The text is succinct yet deeply resonates with the challenges and obstacles encountered in rural settings, offering grounded, thoughtful, illustrated, and easily comprehensible content. The concept and approach of Yongtai Village's protection model are presented in an accessible manner that facilitates comparison and can serve as a guiding framework for rural development. This holds significant relevance for the advancement and revitalization of rural communities.

About Author:

ZHANG Peifen is a part-time researcher at the Fujian-Taiwan Regional Research Center, Fujian Normal University, vice chairman of the Yongtai County CPPCC, director of the village security office, member of the China Photographers Association, director of the Fujian Rural Revitalization Research Association, distinguished professor of architecture at Fuzhou University, and instructor of doctoral students in the Landscape Architecture and Art School of Fujian Agriculture and Forestry University. His efforts gave the unknown Yongtai village fame; two villages are listed in Chinese historical and cultural villages, and thirty-three villages are listed in Chinese traditional villages.

资源环境大数据分析及应用

Analysis and Application of Big Data in Resource and Environmental Management



作者：陈晓红

Author: CHEN Xiaohong

ISBN: 9787302658566

Publication Date: to be published soon

Page Count: N/A

About the Book:

This book provides an in-depth exploration of the fundamental knowledge and analytical techniques pertaining to big data in the context of natural resources and the environment. It also offers insights into visualizing analytical findings and supporting environmental decision-making processes while delving into real-world case studies that showcase the application of big data within the realm of natural resources and environmental management, as well as future development trends. Readers will gain a multifaceted understanding of resource and environmental issues, along with a comprehensive grasp of big data collection, storage, processing, analysis, and utilization. Through detailed case analyses, readers will acquire a profound comprehension of big data applications across various domains related to natural resources and the environment.

About the Author:

CHEN Xiaohong, a Ph.D. from the Tokyo Institute of Technology, is an academician of the Chinese Academy of Engineering and a member of the thirteenth and fourteenth CPPCC National Committees. His research interests include decision theory and decision support systems, digital economy and technology, ecological civilization and sustainable development, as well as data intelligence and smart society.

智慧能源理论与应用

Theory and Application of Smart Energy



作者：陈晓红

Author: CHEN Xiaohong

ISBN: 9787302658573

Publication Date: 5/1/2024

Page Count: 232

About the Book:

The book is a result of research on China's digital intelligent transformation in the energy sector, with a focus on achieving the "dual carbon" goals. It includes industry application cases and provides a comprehensive demonstration of the theoretical basis, application mode, and future development trend of smart energy management systems. The theoretical section consists of four chapters, covering the theoretical system, technical basis, and technical system of smart energy management. It elaborates on energy theory and technology systems while exploring innovation mechanisms from both the supply side and demand side of energy management. The practical section summarizes application examples in key industries, social systems, important resources, and future smart energy development. It covers application technologies in transportation, construction, agriculture, cities, communities, and families, as well as smart electricity, water resources, and gas applications. Additionally, it discusses the main problems and challenges faced by smart energy development and looks forward to future trends in the industry. This book combines theory with practice, having both theoretical depth and practical significance.

About Author:

CHEN Xiaohong, a Ph.D. from the Tokyo Institute of Technology, is an academician of the Chinese Academy of Engineering and a member of the thirteenth and fourteenth CPPCC National Committees. His research interests include decision theory and decision support systems, digital economy and technology, ecological civilization and sustainable development, as well as data intelligence and smart society.

中国妆束：大唐女儿行（第二版）

Chinese Fashion: The Daughters of the Tang Dynasty (2nd Edition)



作者：左丘萌、未春

Author: ZUOQIU Meng, MO Chun

ISBN: 9787302642268

Publication Date: 1/1/2024

Page Count: 296

About the Book:

This book attempts to re-interpret the fashion of women's costumes and makeup from the perspective of the Tang people based on the archaeological excavations of the Tang Dynasty cultural relics and the records in the historical materials and unearthed documents. Dating back to the era between the Sui Dynasty and the Five Generations, this book describes the name, style, and combination of the makeup and costume from four aspects, including Qi Luo (clothes), Linlang (ornaments), bun (hair), and powder (makeup).

About the Author:

ZUOQIU Meng is a young Chinese scholar, amateur author, and translator who has conducted extensive research on the history of ancient costume and historic textile restoration. In addition to his scholarly work, he has also authored several historical novels, including *To Chang'an: A Collection of Tales from the Han Dynasty Bamboo Slips*, and *Shan Shan Moni: A Collection of Tales from the Western Region of the Tang Dynasty*.

MO Chun is a freelance artist specializing in painting and pottery. She has a distinctive style and excels in figure painting, particularly for her series *Shanghai Flowers*.

中国妆束：宋时天气宋时衣

Chinese Fashion: Weather and Clothes of the Song Dynasty



作者：左丘萌 著，末春 绘

Author: Written by ZUOQIU Meng
and illustrated by MO Chun

ISBN: 9787302640820

Publication Date: 1/1/2024

Page Count: 308

About the Book:

The author restores the costumes, makeup, and hairstyles of famous historical figures from various periods and draws detailed decomposition pictures for Hanfu researchers to use as references. Combined with the ancient, famous women's story of makeup and costume, this book is interesting and readable. Through clothing, hairstyles, jewelry, and makeup, this book reconstructs the real picture of ancient life.

About Author:

ZUOQIU Meng is a young Chinese scholar, amateur author, and translator who has conducted extensive research on the history of ancient costume and historic textile restoration. In addition to his scholarly work, he has also authored several historical novels, including *The Chinese Fashion: The Daughters of the Tang Dynasty*, *To Chang'an: A Collection of Tales from the Han Dynasty Bamboo Slips*, and *Shan Shan Moni: A Collection of Tales from the Western Region of the Tang Dynasty*.

MO Chun is a freelance artist specializing in painting and pottery. She has a distinctive style and excels in figure painting, particularly for her series *Shanghai Flowers*. Additionally, she has published *Chinese Fashion: The Daughters of the Tang Dynasty*.

绘长安：大唐生活志

Painting of Chang'an: Life of the Tang Dynasty



作者：陆曼陀 绘、郑墨 著

Author: Illustrated by LU Mantuo
and written by ZHENG Mo

ISBN: 9787302641902

Publication Date: 9/1/2023

Page Count: 264

About the Book:

This book attempts to combine archaeological data with modern imagination, exploring the real life of the Tang people from seven aspects: prosperity, costumes, delicacies, leisure, entertainment, festivals, music, and dance. It tries to restore the lost glory of the Tang dynasty through research of cultural relics and historical data and the restoration of paintings. In the book, you will see foreign businessmen come from a long distance, the beauty of ladies in fancy dresses, the hard-working craftsmen, and the Hu Whirl dancers.

About the Author:

LU Mantuo, also known as Lu Danling, holds a degree from the Sichuan Fine Arts Institute and works as a freelance illustrator. With a focus on the Silk Road and internationalism, he is passionate about capturing pivotal moments in history and portraying the traditions of diverse cultures around the world.

ZHENG Mo dedicated himself to the study of Chinese literature and developed a deep fascination with uncovering historical traces within ancient texts and cultural artifacts. He firmly believes that “literature and history are about the people” and aspires to write historical narratives imbued with warmth. Having cats around makes dwelling in idleness more fascinating. Incense, tea, and wine—all three are indispensable.

民族装饰资料集 1

Chinese Decorative Patterns (Volume 1)



作者：石硕

Author: SHI Shuo

ISBN: 9787302641490

Publication Date: 9/1/2023

Page Count: 248

About the Book:

This book depicts the decoration patterns of Chinese ethnic groups, including Buyi, Dong, Hani, Jingpo, Kirgiz, Li, Lisu, Qiang, Shui, Tu, Tujia, Yao, Yi, and Zhuang. It introduces the “typical decoration” of each ethnic group in the form of “text + example + pattern.” It contains four aspects of description, including “decoration tracing,” “decoration carrier,” “characteristics of forms,” and “combination and collocation.” It explains the complicated national decoration clearly in an intuitive way, so as to make the national decoration no longer mysterious and obscure.

About Author:

SHI Shuo is the Director of the Design Foundation Department at the School of Fine Arts, Minzu University of China. He holds a degree from Tsinghua University’s Academy of Fine Arts and also serves as the Deputy Secretary-General of the China Interior Decoration Association’s Design Education Committee. His primary focus lies in teaching, research, and practical application within the realms of environmental design, decorative arts, and public art. Notably, he has contributed to architectural environment and interior decoration designs for several national key projects such as the Beijing Olympic Games, Shanghai World Expo, Central Institute of Socialism, National Library, and Beijing Metro Line 10. Furthermore, his design works have been featured in international academic exhibitions, including Milan Design Week in Italy.

过去的乡居生活（典藏版）

The Past Rural Life (Collection Edition)



作者：唐桓臻、朱志强

Authors: TANG Huanzhen and ZHU Zhiqiang

ISBN: 9787302643692

Publication Date: 10/1/2023

Page Count: 320

About the Book:

The old countryside in China was a typical “acquaintance society.” Rural life, nostalgia, and childhood memories gradually fade away with the deepening of industrialization. This book records old events that happened in the countryside and depicts local customs. With nearly three hundred scenes of rural life, this book can arouse readers’ similar memories and leave a strong impression, no matter whether they have experienced those scenes or not.

About the Author:

TANG Huanzhen, who has styled himself as a Mountaineer, currently holds the position of research librarian at Wuyi County Cultural Center and is a member of the Chinese Folk Literature and Art Association. With a lifelong immersion in traditional culture, he shows a deep appreciation for local folk traditions. With forty years of experience in the cultural field, he dedicates his spare time to exploring, organizing, and researching Wuyi’s rich folk heritage.

ZHU Zhiqiang is a member of the China Watercolor Painters Association, the Zhejiang Artists Association, and serves as a director of the Jinhua Cartoonists Association. He also holds the honorary position of chairman of the Wuyi County Artists Association. His works have been featured in national, provincial, and municipal art exhibitions, as well as being included in publications such as the *Chinese Art Anthology* and the *Chinese Watercolor Masters*. Additionally, he has authored a book titled *Village Life in the Past*.

传统文化概论

Introduction to Traditional Culture



作者：王霞晖、王贺玲

Authors: WANG Xiaohui and WANG Heling

ISBN: 9787302605058

Publication Date: 9/1/2022

Page Count: 292

About the Book:

Introduction to Traditional Culture comprises seven chapters, which are divided into two aspects: culture and folklore. These include Chinese food culture, Chinese tea culture, Chinese wine culture, Chinese cooking culture, material production folklore, social life folklore, and spiritual life folklore. Each chapter emphasizes the integration of knowledge and interest in an easily understandable text format with several sections and multimedia learning resources. The book enables readers to gain a deeper understanding of traditional Chinese culture, expand their cultural horizons, enhance their humanistic quality and artistic cultivation, improve their individual aesthetic ability, and strengthen their cultural self-confidence. This book is suitable for humanities and arts quality education.

About Author:

WANG Xiaohui is an associate professor at Jiangsu Food and Drug Vocational and Technical College, specializing in educational management and English education. She has authored numerous papers in reputable journals. She primarily teaches general education courses on cultural literacy and public basic courses for university students.

金文与西周文献合证

Collected Researches on Bronze Ware Inscriptions and Western Zhou Literature (All 3 Volumes)



作者：李学勤 著、董喆 整理、刘国忠 审校

Authors: Written by LI Xueqin,
compiled by DONG Zhe,
and edited by LIU Guozhong

ISBN: 9787302639237

Publication Date: 11/1/2023

Page Count: 1616

About the Book:

This book contains the lecture notes of Professor LI Xueqin from Tsinghua University, who taught the excavated literature courses at Tsinghua University. It is a classic work in the fields of archaeology and paleography. The bronze artifacts and inscriptions from the Shang and Zhou periods presented in this book are the most precious firsthand materials bearing pre-Qin history. They authentically recreate significant historical events such as King Wu's conquest of Zhou and the founding of the capital in the Zhou dynasty. The book presents the social, economic, intellectual, technological, military, cultural, and ethnic conditions at the origin of Chinese civilization in a vivid language that juxtaposes ancient and modern contexts, using ancient examples to explain contemporary ideas. The features of this book are as follows: (1) It covers most of the important bronze artifacts from the late Shang to the early Western Zhou period; (2) It narrates significant historical events from the late Shang to the early Western Zhou period, such as King Wu's conquest of Zhou. (3) The content brings readers closer to the cultural life of ancient times.

About the Author:

LI Xueqin, a renowned historian, archaeologist, and paleographer, was one of the first senior professors in the humanities at Tsinghua University. He dedicated his career to the study of pre-Han history and culture, making outstanding contributions in the fields of oracle bone, bronzes, Warring States period script, and bamboo and silk manuscripts.

这是我们的北京!

This is Beijing!



作者: 肖琨 著, 文俊 绘

Authors: Written by XIAO Kun

and illustrated by WEN Jun

ISBN: 9787302618348

Publication Date: 5/1/2023

Page Count: 72

About the Book:

Starting with representative landscapes, architecture, and life scenes, the authors use lucid and sprightly language and fresh and lively illustrations to introduce Beijing's history and culture, urban characteristics, representative buildings, traditions, and urban life, providing detailed descriptions of the outlook of Beijing's streets, museums, parks, buildings, vehicles, and residents. It contains three large fold-out pages showcasing the city panorama, Beijing's central axis, and the changing seasons of the hutongs.

About Author:

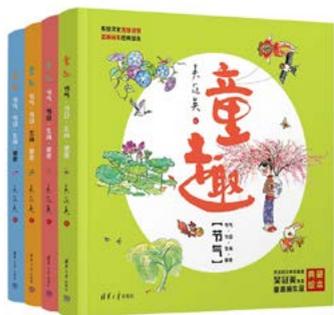
XIAO Kun, a writer, creative professional, and senior editor, has been deeply involved in the field of art and design for over ten years. He previously worked at the Beijing office of the Joint Publishing (Hong Kong) Company.

WEN Jun, an illustrator, graphic designer, and photographer, has served as a creative director at an advertising company for many years. He is currently the art director at 1204 Design Studio and the art director for Happiness in the *Nordic World*.

The two individuals collaborated on Happiness in the *Nordic World* art design publishing project, which received recognition from the Danish National Art Fund. Their joint publications include *No Sugar Added in Finland*.

童趣节气·节日·生肖·星座

Childlike Wonder: Seasons, Festivities, Zodiacs, and Constellations



作者：吴冠英

Author: WU Guanying

ISBN: 9787302647768

Publication Date: 11/1/2023

Page Count: 308

About the Book:

Childlike Wonder: Seasons, Festivities, Zodiacs, and Constellations consists of four volumes covering solar terms, festivals, zodiac signs, and constellations. The series features nearly two hundred delightful and exquisite original illustrations by the distinguished art educator and renowned illustrator and comic artist, Mr. Wu Guanying. Accompanied by concise text, the series presents solar terms and festivals closely intertwined with people's daily lives, as well as the knowledge of zodiac signs and constellations familiar to many.

About Author:

WU Guanying is a distinguished contemporary art educator in China, a renowned animation artist, and a famous illustrator and comic artist. He is a professor at the Academy of Arts & Design at Tsinghua University and a doctoral advisor. He was one of the designers of the Fuwa mascots for the 2008 Beijing Olympics and the Funiu Lele mascot for the Paralympics.

唐宋古建筑辞解——以宋《营造法式》为线索

An Explanation of Ancient Architectural Terminology in Tang and Song Dynasties: Taking *Yingzao Fashi* in Song Dynasty as a Clue



作者：王贵祥

Author: WANG Guixiang

ISBN: 9787302628613

Publication Date: 9/1/2023

Page Count: 580

About the Book:

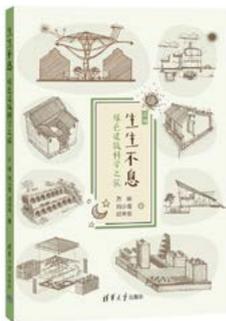
This book provides an extensive introduction to the features and context of Chinese architecture in the Tang and Song dynasties. The author has studied the *Yingzao Fashi*, an ancient manual on architectural construction from the Song dynasty, in great detail. He combines historical documents and archaeological findings to provide a detailed analysis of the structural characteristics, decorative styles, and building materials of Tang and Song architecture. It is organized into sections covering general Chinese ancient architectural terms, building foundations, floor plans and sectional systems, beam and column systems, bracket systems, roof construction, and decoration and interior design. It includes 324 entries and over 300 images, explaining the origins, evolution, and meanings of these terms in detail. Through these explanations, readers can gain a profound understanding of the structural characteristics, decorative styles, and material applications in Tang and Song architecture.

About Author:

WANG Guixiang is a professor at the School of Architecture at Tsinghua University and a doctoral advisor. He has studied and served as a visiting scholar at the University of Edinburgh in the UK, the University of Pennsylvania in the US, and the Getty Research Institute in the US. He has also served as the director of the Institute of Architectural History and Heritage Conservation at Tsinghua University and as the director of the China Society for the Commemoration of Chinese Architecture.

生生不息——绿色建筑科学之旅

Live Forever: A Journey to Green Building Science



作者: 万丽 刘小雪 迟辛安

Authors: WAN Li, LIU Xiaoxue, and CHI Xin'an

ISBN: 9787302641919

Publication Date: 8/1/2023

Page Count: 176

About the Book:

Through a series of real, time-tested green construction case studies, the book seeks to clearly and concisely illustrate the concepts, strategies, and procedures of green building. It also explores the relationship between green building and sustainable development. The book employs an easygoing writing style to logically connect various aspects and dimensions of knowledge and concepts, including intelligent systems that are fast-growing, passive climate-responsive design, the social and economic benefits of green buildings, and the green building assessment system. It allows readers to reconsider the wholeness of architecture, people, and the environment.

About Author:

WAN Li is a Ph.D. in Architecture from the Chinese University of Hong Kong, an Associate Researcher at the Institute of Environment, Energy, and Sustainability at the Chinese University of Hong Kong. Her main research direction is green buildings in urban and rural areas under the background of sustainable development and their evaluation systems.

LIU Xiaoxue is an architect and illustrator who has worked at the Chinese University of Hong Kong for the 1U1V initiative, focusing on sustainable rural architecture design and construction practices.

CHI Xin'an is a Ph.D. in architecture, postdoctoral research fellow, and project specialist for the 1U1V initiative at the Chinese University of Hong Kong. His main research interests are new rammed earth buildings and sustainable rural development.

极简中国木构建筑营造技术

A Minimalist Approach to Techniques in Chinese Wooden Building Construction



作者：喻维国、王鲁民

Authors: YU Weiguo and WANG Lumin

ISBN: 9787302554387

Publication Date: 1/1/2023

Page Count: 180

About the Book:

Over thousands of years, the construction techniques of Chinese wooden architecture have continuously developed and become increasingly refined, allowing ancient Chinese architecture to stand out in the world and exert a wide-ranging influence. Building upon previous research, this book systematically introduces the related knowledge of ancient Chinese wooden architecture construction from three aspects: the platform, the building body, and the roof. Using concise language, it explains the origins, evolution, construction methods, proportions, and construction steps of important architectural components in beam-lift wooden structures. It provides a clear interpretation of the construction methods found in the Song Dynasty's *Construction Method* and the Qing Dynasty's *Building Engineering Practice Guidelines*, covering multiple trades such as wood, tile, stone, earth, painting, and decorative painting. The content is concise, the language is accessible, and the book is rich in illustrations and well-designed.

About Author:

YU Weiguo (1932–2020) was a professor at the School of Architecture and Urban Planning, Tongji University. He has authored *The Complete Collection of Chinese Art: Architectural Art, Vol. 4, Religious Architecture*.

WANG Lumin, born in 1955, is a professor and doctoral advisor of the School of Architecture and Urban Planning, Shenzhen University. He is the author of *Building a State: Landscape Regulation and Order of Chinese Settlements Prior to the Eastern Han Dynasty*.

地瓜社区：共享空间营造法

The Construction of Common Place



作者：周子书、唐燕

Authors: ZHOU Zishu and TANG Yan

ISBN: 9787302563921

Publication Date: 8/1/2022

Page Count: 400

About the Book:

The Sweet Potato Community, which originated from the Beijing Huajiadi basement renovation project in 2013 and was officially founded in 2015, has now produced four “sweet potato” projects. By designing, transforming, and reusing idle space within the community, it has created an “equal, warm, fun, and innovative” shared space that allows many people to realize their self-worth at their doorstep. It was honored as one of the Best Beazley Designs in the World in 2018 and has won DFA Asia’s Most Influential Design Award. ZHOU Zishu, the creator of the Sweet Potato Community, methodically presented the community’s origins, development history, architectural concept, functional structure, working method, operational principles, values, and compelling narrative. In addition, the book also includes the stories of thirty-four pertinent individuals, including basement residents, community residents, government workers, designers, and scholars.

About Author:

ZHOU Zishu is an associate professor and the Director of the Social Design Department at the Central Academy of Fine Arts. He has previously worked as a designer and curator at the China National Art Museum.

TANG Yan is an associate professor and doctoral advisor at the School of Architecture, Tsinghua University. His research focuses on urban and rural planning and design, urban renewal, and urban and rural governance.

西蒙学习法

The Simon Approach to Learning



作者：刘金歌

Author: LIU Jinge

ISBN: 9787302644613

Publication Date: 10/1/2023

Page Count: 272

About the Book:

The book is a pedagogical technique introduced by Nobel laureate Herbert Alexander Simon (1916–2001), which posits that individuals with a solid foundation can acquire proficiency in a subject within six months through diligent effort. The crux of “continuous learning” enables rapid acquisition, self-study, interdisciplinary exploration, and the mastery of diverse fields within limited time. The book integrates LIU Jinge’s extensive frontline teaching experience to address sixty common learning scenarios encountered by primary and secondary school students, offering specific steps for implementing the method into children’s education and daily life. This book comprises twelve chapters: the first six delineate the essence and concrete implementation steps of Simon’s learning method, while the latter half expounds on its application in primary and secondary school settings. Practical solutions are provided for common challenges faced by students, such as partiality towards certain subjects, fatigue, lack of focus, or excessive gaming habits. Additionally, the book introduces sixty learning strategies informed by brain science.

About Author:

LIU Jinge has been involved in education since 2010 until November 2022. He previously worked as an English and Japanese teacher before assuming the role of principal at a teaching and training institution. Currently, she is engaged in three main businesses: promoting offline parent-child reading, conducting online parent-child learning training camps, and providing educational consulting services.

青少年航空模型制作、放飞与竞赛教程

Youth Aviation Model Making, Flying and Competition Tutorial



作者：蔡冬冬、王朝升

Authors: CAI Dongdong and WANG Chaosheng

ISBN: 9787302660002

Publication Date: 5/1/2024

Page Count: 220

About the Book:

The book is dedicated to the design and development of various aviation models, encompassing hand-launched aircraft, rubber-powered aircraft, electric aircraft, rotary wing aircraft, and special aircraft models. It integrates principles of aerodynamics, radio remote control, meteorology, and other aviation knowledge into a comprehensive course system. Comprising six chapters, each dedicated to a specific type of model, the book provides detailed explanations of their principles, production process, flight operations, and competition aspects. Furthermore, it incorporates various experiments and flight exploration activities to illustrate the flight and adjustment principles of the models in a gradual and straightforward manner, with the aim of cultivating learners into proficient “designers” and “pilots” while enhancing their competitive capabilities.

About Author:

CAI Dongdong is the head of science and innovation education at Feidong County Youth Activity Center, where he previously served as a physics teacher. He also works as a part-time teacher and researcher for primary school science, leads the Hefei CAI Dongdong Intelligent Innovation Education Studio.

WANG Chaosheng is director of the Moral Education Office of Feidong County Education and Sports Bureau (former head of Feidong County Youth Activity Center) and a part-time teacher of primary school ethics and rule of law. He has been recognized as an advanced worker in moral education in Hefei City and an excellent rural teacher in Anhui Province.

三步极简学习法：考试高分突破

Scoring High on Your Exams: Three Easy Steps



作者：刘涛

Author: LIU Tao

ISBN: 9787302645566

Publication Date: 12/1/2023

Page Count: 248

About the Book:

The essence of learning remains constant: to transform the unknown into the known. As a learner, one must first identify areas of unfamiliarity, seek understanding, review and reinforce knowledge, and ultimately master and apply it. This fundamental process of learning embodies the core concept of the three-step learning method outlined in this book. This book initially elucidates the principles of the three-step easy-learning method and provides detailed operational guidelines for each step. It then delves into the practical applications of this method within daily learning scenarios. The latter portion explores strategies for cultivating mature learners capable of effective, focused, and sustained study habits. Tailored recommendations are offered to enhance performance across various disciplines while addressing common challenges.

Comprising nine chapters, topics covered include learning modalities, an overview of the three easy steps, problem identification, meticulous processing, thorough comprehension, comprehensive application in diverse contexts, maturation as a learner, subject-specific improvement strategies, and frequently encountered issues for both parents and students.

About Author:

LIU Tao, an educational short video blogger (Liu Tao's learning method course), boasts nearly one million online followers and over one hundred million video views. Formerly a director at an education company, Liu later established Beijing Third Layer Technology Co., Ltd. and organized parent training camps focused on structured learning, dedicated to improving children's learning efficiency in efficient learning areas.

给孩子的数学三书

Three Math Books for Children



作者：刘薰宇

Author: LIU Xunyu

ISBN: 9787302661382

Publication Date: 6/1/2024

Page Count: 744

About the Book:

The three mathematics books for children are *Mr. Ma Talks about Mathematics*, *The Garden of Mathematics*, and *The Taste of Mathematics*. *Mr. Ma Talks about Mathematics* is a renowned mathematical education classic for primary and secondary school students, presenting over one hundred graphical explanations for solving arithmetic problems, reflecting the author's meticulous approach to mathematics. *The Garden of Mathematics* is another acclaimed work, systematically explaining functions, continuities, differentials, integrals, and their operations in a manner accessible to those with elementary algebra and geometry knowledge. *The Taste of Mathematics* features accumulated articles that transform mundane mathematical subjects into engaging content through clever writing techniques.

About Author:

LIU Xunyu (1896–1967), a prominent modern mathematician, mathematics educator, and publisher in China, was heavily influenced by French mathematics education and possessed a profound understanding of the essence of mathematics. He held positions as a mathematics teacher or principal at numerous universities and middle schools and also served as deputy editor-in-chief of People's Education Press, where he was responsible for reviewing and approving mathematics textbooks for primary and secondary schools in China.

音乐的语言：超轻松的亲子音乐启蒙书

The Language of Music: An Incredibly Soothing Music Book Tailored for Parent-Child Reading



作者：罗娅妮

Author: LUO Yani

ISBN: 9787302633532

Publication Date 4/1/2024

Page Count: 200

About the Book:

Children are at a critical stage for the development of musical ability and the cultivation of musical interest, with parents playing a crucial role as participants and observers in their children's musical activities. With the natural ability to sing rhythmically, parents can guide their children to gain initial musical experiences, subsequently nurturing their potential, fostering an appreciation for music, shaping their character, and aiding in the development of intelligence, imagination, creativity, and aesthetic abilities. The author advocates for "parent-child music enlightenment," drawing from various teaching theories such as Dalcroze, Orff, Kodály, Gordon, and Suzuki while incorporating years of teaching experience to formulate a systematic yet enjoyable approach to parent-child music enlightenment.

About Author:

LUO Yani is the director of the Music Education Committee of the Ethnic Minority Vocal Music Society, Vice President of the HR Preschool Education Committee of the Beijing Youth Chamber of Commerce, and Secretary General of the Cross-Strait Campus Singer (Network) Competition. She is also the founder of Music Door, a composer, and a children's musical director. She has developed the "full sense music enlightenment method" and teaches parent-child music enlightenment courses, pregnancy music enlightenment courses, and other online courses.

儿童哲学智慧启蒙

Children's Philosophical Wisdom Enlightenment



作者：林静

Author: LIN Jing

ISBN: 9787302652885

Publication Date: 2/1/2024

Page Count: 336

About the Book:

Children's Philosophical Wisdom Enlightenment is an interesting philosophical book for children that conforms to the psychological acceptance characteristics of children, and it is also a high-quality teaching material for children's philosophical thinking courses to enhance children's thinking quality. Based on exploring the core issues of philosophy, it is elaborated through various methods such as thematic architecture, story guidance, and aided by imagination, thinking, debate, and situations, with innovative contents and styles. The book provides a full set of course materials for readers to read and reflect on.

About Author:

LIN Jing is an associate professor in the College of Literature, Shandong Normal University, and a member of the Shandong Writers Association. She is dedicated to the research and educational practice of children's philosophy and aesthetic education, the improvement of children's mother tongue ability, and the reading and psychological development of children. She has taught in the Philosophy Department of Shandong Normal University for many years, and taught courses such as "epistemology", "aesthetics", and "life aesthetics". In addition, she has published works such as *The Power of Mother Tongue - I Really Hope Mom Would Talk to Me Like This*.

书法审美与基本技法（第2版）

Aesthetic and Basic Techniques of Calligraphy (2nd Edition)



作者：王力春

Author: WANG Lichun

ISBN: 9787302643081

Publication Date: 8/1/2023

Page Count: 200

About the Book:

The book is a tutorial focusing on Chinese calligraphy techniques and calligraphy enlightenment, emphasizing the guidance of basic techniques through calligraphy aesthetics. This book is divided into ten chapters: the first chapter is stroke theory, with the theme of the eight methods to write the character “永” and the five types of brush strokes. The second chapter is structural theory, with the theme of the main brush and the structure rules. The third chapter is radical theory, with the theme of the eight series of radicals. The scientific aspect of the tutorial on regular script techniques is reflected in the fourth chapter of this book, with the theme of radical learning method. From the fifth chapter to the eighth chapter, it is a micro-analysis and special lectures on the beauty of calligraphy, making the macro theories in the previous chapters more comprehensive and persuasive. The last two chapters are respectively about the elements involved in writing cursive and semi-cursive script, and the ancient styles embodied in clerical script and the seal script.

About Author:

WANG Lichun, whose courtesy name is Ruqing, holds a Ph.D. in Calligraphy Literature, is a professor at Inner Mongolia University for Nationalities, a graduate advisor, a visiting scholar at China Academy of Art, a member of the Chinese Calligraphers Association, a member of the Chinese Literary Critics Association, and a member of the Chinese Oracle Bone Inscriptions Calligraphy Art Association.

现代教育技术（第4版）

Modern Educational Technology (4th Edition)



作者：李志河

Author: LI Zhihe

ISBN: 9787302648451

Publication Date: 11/1/2023

Page Count: 268

About the Book:

The book is divided into 10 chapters, covering topics such as interpreting educational informatization, entering modern educational technology, digital learning resources and their applications, acquiring multimedia teaching materials, making and using courseware and micro-lessons, educational information application environment, informationized teaching design, information technology integration with curriculum, modern educational technology application cases, and modern educational technology practices.

Each chapter of the book introduces the topic with modules such as “Chapter Learning Objectives,” “Core Concepts,” and “Guided Examples,” and integrates the entire book through knowledge modules like “Tips,” “Knowledge Expansion,” “Reflection and Communication,” “Practice,” and “Project-Based Learning Activities.” Additionally, each chapter includes numerous classic cases and modules that reflect teaching interaction such as “Teaching and Learning Activity Suggestions,” “Learning Resource Links,” and “Further Reading.”

About Author:

LI Zhihe, Dean of the Research Institute of Information Technology and Smart Education at Shanxi Normal University, is a professor and an outstanding young and middle-aged innovative talent in the “131 Leading Talents Project” of Shanxi Province’s universities.

现代生活美学——插花之道

The Modern Aesthetics of Daily Life: The Art of Flower Arrangement



作者：刘惠芬

Author: LIU Huifen

ISBN: 9787302617624

Publication Date: 3/1/2024

Page Count: 256

About the Book:

In the refined halls of Chinese literati life, the concept of “Four Arts of Living” emerged during the Song Dynasty. *The Modern Aesthetics of Daily Life - The Art of Flower Arrangement* focuses on flower arrangement as one of the “Four Arts of Living.” By exploring history and practical experience, drawing from the essence of traditional Chinese aesthetics, it cultivates a mindset of beauty in daily life. In today’s fast-paced and highly competitive society, it aims to balance the mind, nurture an elegant lifestyle, and promote social etiquette.

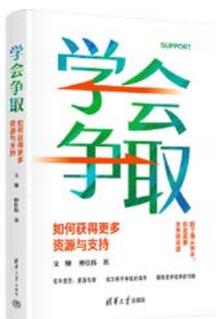
This book is divided into two main parts. The first part traces the historical development of flower arrangement in both Eastern and Western cultures. The second part covers practical knowledge of flower arrangement, including techniques such as materials, colors, composition, and the DIY process of Eastern-style floral designs.

About Author:

LIU Huifen, after graduating from the engineering department of Tsinghua University, stayed at the university, and later switched to the humanities to engage in teaching and research on digital media and life aesthetics. In 2003 and 2010, she was a visiting scholar at the University of Cambridge in the UK and Leiden University in the Netherlands, and continued to explore Chinese and Western cultures and life aesthetics. In 2003, she has already published the related monograph *Charm of Flowers: Oriental Flower Arrangement and Computer Creativity*.

学会争取：如何获得更多资源与支持

Learn to Fight for It: How to Get More Resources and Support



作者：仲佳伟 文娅

Author: ZHONG Jiawei, WEN Ya

ISBN: 9787302646334

Publication Date: 11/1/2023

Page Count: 308

About the Book:

In the book, the author emphasizes the importance of the ability to fight for what you want, particularly addressing the issues of lack of courage and skills in fighting for one's interests. The author delves into the foundation of this ability - "trust," and extracts 3 fundamental strategies to help readers grasp it easily. Furthermore, the author suggests that enhancing the ability to fight for what you want requires three core skills: critical thinking and analysis, advanced communication skills, and creativity and initiative. Practical methods are provided on how to develop these core skills, assisting readers in thinking clearly, communicating effectively, resolving conflicts, and achieving cooperation. Towards the end of the book, the author presents three practical case studies on fighting for promotions and salary increases in the workplace, effective communication in situations of power imbalance, and working mothers seeking understanding and support from family, empowering readers to deliberately practice the skills provided in the book.

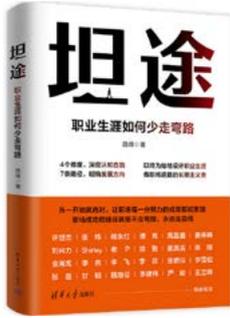
About Author:

WEN Ya worked in top companies such as Ogilvy, JD, and Edelman for eight years, focusing on digital communication. In 2017, she founded the boutique management consulting firm "Wenzhong Consulting," offering brand strategy, crisis management, and efficient collaboration services to innovative enterprises.

ZHONG Jiawei currently serves as the Senior Vice President of Edelman in China, and also acts as the Co-Chair of the Marketing and Communications Committee of the American Chamber of Commerce in China.

坦途：职业生涯如何少走弯路

Smooth Path: How to Avoid Detours in Your Career



作者：路烽

Author: LU Feng

ISBN: 9787302651611

Publication Date: 1/1/2024

Page Count: 312

About the Book:

The book mainly consists of two parts. The first part focuses on self-awareness. The author combines the PVS model and personal mental equation to interpret how to deeply understand oneself from four dimensions: intelligence, mind, emotions, and body, helping readers understand their own characteristics and strengths.

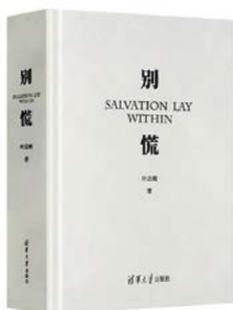
The author in the second part interprets 7 career development paths, including: becoming an expert, becoming a manager, becoming a “top leader”, creating a trading company, creating a small and exquisite company, creating a large-scale enterprise, and becoming a freelancer. Readers can understand the requirements for individuals in each path, avoid pitfalls when choosing such paths, pay attention to what is needed to succeed in each path, and then find the most suitable career development path for themselves.

About Author:

LU Feng, founder of the Martinson Leadership Development Center, has been dedicated to providing talent assessment and development consulting services to large and medium-sized organizations for the past decade. Services include assisting scale-up enterprises in talent discovery, offering strategic and organizational development consultation to startup companies, and mentoring second-generation successors of Chinese businesses to achieve commercial success. Up to now, he has accumulated 20 years of experience working in scale-up enterprises. He has been teaching courses in Tongji University and Shanghai Jiao Tong University for a long time.

别慌

Salvation Lies Within



作者：叶志刚

Author: YE Zhigang

ISBN: 9787302587422

Publication Date: 10/1/2021

Page Count: 604

About the Book:

This book, in the form of an educational diary, tells the story of a troubled youth who, under the guidance of teachers, discovers his life goal, aspires to serve society, engages in elderly care, achieves personal value, and experiences a legendary love story. The teachers depicted in the book prioritize the cultivation of life perspectives and values, wholeheartedly accompanying children in their struggles with fate, leading them from chaos to light. The appendix extensively showcases the teachers' resilient and arduous exploration in educational innovation, providing valuable original documentation. The book is concise yet profound in language, with deeply moving storylines, making it suitable for educators and all individuals who love children and are devoted to education.

About Author:

YE Zhigang is the instructor of the Young Business Leaders Program at Peking University's Guanghua School of Management. He is also a senior family education counselor at the China Youth Research Association and a national second-level psychological consultant.

化解焦虑：给自己一个从容的活法

Anxiety Relief: Give Yourself an Ease of Living



作者：王老墨著，陈佳欣绘

Author: Written by WANG Laomo
and illustrated by CHEN Jiaxin.

ISBN: 9787302645276

Publication Date: 9/1/2023

Page Count: 284

About the Book:

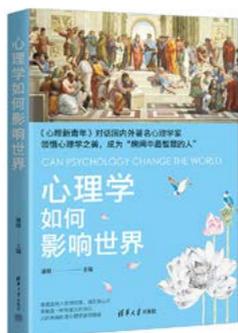
This book covers various aspects of modern life, divided into sections such as real-life cases, psychological knowledge, problem-solving strategies, and spiritual insights. Each chapter ends with reflections. It tells many stories and provides psychological analysis, revealing the harm that the problems in the stories can cause to mental and physical health.

About Author:

WANG Laomo, a member of the Writers Association of Liaoning Province, has published novels such as *Luzi*, *The War Between Grandmas*, and *It's Not a Big Deal*. He has also authored books on family and parenting such as *Inter-Generational Parenting Experience* and *Children Going to School, Parents Going to Work*. In recent years, he has been dedicated to research in psychology and child education.

心理学如何影响世界

Can Psychology Change the World



作者：潇檬

Author: XIAO Meng

ISBN: 9787302600220

Publication Date: 9/1/2022

Page Count: 328

About the Book:

This book aims to “be rooted in China and influence the world,” striving to combine an international perspective with local sentiments. It seeks to integrate well-known and influential psychologists from both domestic and international backgrounds, especially focusing on personality and social psychology. It also aims to cross boundaries by incorporating fields such as sociology, philosophy, artificial intelligence, and more. The book tells compelling stories of real people, shares unique academic insights, and targets young students in the Chinese psychology community and related fields, offering them earnest guidance, care, blessings, and advice. The readership includes teachers and students in psychology-related fields both domestically and internationally, professionals and practitioners in various branches of psychology, as well as enthusiasts interested in psychology from the general public.

About Author:

Dr. HU Xiaomeng, also known as XIAO Meng, currently an Assistant Professor in the Department of Psychology at Renmin University of China, obtained her Ph.D. in Psychology from Rutgers University in New Jersey, USA in 2017. She then conducted postdoctoral research at Tsinghua University in the Department of Psychology under the supervision of the renowned psychologist Professor Peng Kaiping. Dr. Hu has been extensively involved in research on cultural psychology, moral psychology, and international students, and has published over 10 academic papers in both Chinese and English.

海洛因成瘾者的认知神经机制

Cognitive and Neural Mechanisms of Heroin Addiction



作者：杨玲 曹华 张建勋

Author: YANG Ling, CAO Hua, ZHANG Jianxun

ISBN: 9787302642244

Publication Date: 10/1/2023

Page Count: 304

About the Book:

Heroin, as the traditional king of drugs, poses significant harm to both the physical and mental well-being of drug users. Its strong addictive nature and high relapse rate exacerbate the difficulty of psychological treatment for heroin addicts. This book focuses on core issues such as emotional processing, attention bias, response inhibition function, decision-making processing, reward processing, among heroin addicts. Based on a series of extensive studies, the book elaborates on important discoveries regarding the psychological mechanisms of heroin addiction in nine chapters, serving as a valuable reference for addiction-related researchers and drug rehabilitation workers, as well as a scientific primer for the general public to understand the psychological mechanisms of heroin addiction.

About Author:

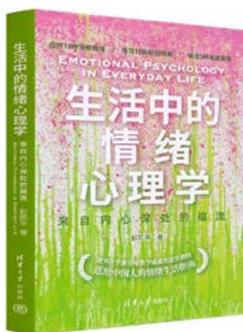
YANG Ling, professor of the School of Psychology of Northwest Normal University, doctoral supervisor, and director of the Institute of Substance Addiction and Rehabilitation of Northwest Normal University. The main research directions are drug addiction and psychological mechanisms, personality and mental health.

CAO Hua, associate professor of the School of Psychology of Northwest Normal University, whose main research directions are addiction and cognition, time perception, and the effects of childhood trauma and its cognitive neural mechanisms.

ZHANG Jianxun, a lecturer in the School of Psychology of Northwest Normal University, whose main research directions are the attention bias, reward processing, executive function of drug addicts, and their cognitive neural mechanisms.

生活中的情绪心理学——来自内心深处的福流

Emotional Psychology in Everyday Life: The Inner Flow



作者：彭凯平

Author: PENG Kaiping

ISBN: 9787302606222

Publication Date: 5/1/2024

Page Count: 323

About the Book:

This book is a guide to emotional life for the Chinese people. It is divided into three main chapters, teaching you how to turn 10 emotional issues into emotional strengths, create a happy life with 11 positive emotions, and build a meaningful life with 5 moral emotions. A person's life is often full of disappointments, but behind these setbacks lie crucial emotional triggers that are not easily noticeable. This book will help readers understand the essence of various emotions through psychology, explore carefully designed emotional experiments by psychologists, and learn coping strategies derived from these experiments. By applying emotional knowledge, reflecting on emotional issues, and ultimately applying them to real-life situations, one can heal their mind, body, and soul with positive emotions, naturally resolving life's disappointments.

About Author:

Professor PENG Kaiping, a psychology professor at Tsinghua University, serves as a doctoral supervisor, a member of the Tsinghua University Academic Committee, Dean of the School of Social Sciences at Tsinghua University, the inaugural head of the Department of Psychology at Tsinghua University, Co-Chair of the Happiness Technology Laboratory (H Lab) at Tsinghua University, a board member of the International Positive Psychology Association (IPPA) and the International Positive Education Network (IPEN) in China, and has been the Executive Chair of the China International Conference on Positive Psychology since 2009.

积极教育

Positive Education: Enhancing Children's Happiness Quotient and Building Character Strengths



作者：任俊

Author: REN Jun

ISBN: 9787302618973

Publication Date: 1/1/2023

Page Count: 292

About the Book:

This book thoroughly explains 24 positive forces, scientifically demonstrates the methods of positive education, and draws on interesting scientific experiments and data from domestic and foreign scholars while introducing its own research results on positive psychology.

Positive education focuses on helping students achieve subjective well-being and a sense of accomplishment as its main goal, emphasizing the enhancement and development of various character strengths (real or potential) as its primary task. In contrast to traditional education, which tends to focus on correcting children's problems, positive education takes a different approach by emphasizing the discovery and cultivation of children's strengths, building and accumulating intrinsic foundations for students' development, and striving to create conditions conducive to the development of positive character traits.

About Author:

REN Jun, a researcher and professor at Zhejiang Normal University, is a leading figure in positive psychology. He has published over 100 papers in various academic journals both domestically and internationally, and authored 5 personal monographs on positive psychology.

从心理问题到心理优势

From Psychological Issues to Psychological Strengths: A Depression Sufferer's Family Therapy Notes (Expressway to Happiness)



作者：于洛生

Author: YU Luosheng

ISBN: 9787302632672

Publication Date: 4/1/2022

Page Count: 200

About the Book:

This book is a detailed and sensitive account of a severe depression patient's journey in search of the light of the soul. Unlike the typical self-help books we've encountered over the years, it provides a realistic, intricate, and emotionally charged insight into depression treatment. The author candidly shares his own treatment process, where the dark night rushed in, stealing his spiritual vitality, along with his romance and wisdom. Through many turbulent nights, he transformed into a soul explorer, discovering the therapeutic power of "talk therapy" with his sister, successfully achieving self-rescue. He turned the rugged paths of the human heart into shaded lanes, extending this method to help others, becoming a healer of souls. This book not only summarizes treatment methods for depression patients but also delves into the individual's pain, reflections, and insights along the path he explored, blending methodological rigor with the warmth of personal essays.

About Author:

YU Luosheng, a member of the Heilongjiang Writers Association, has published several poems in newspapers and magazines, been featured by media such as CCTV, and authored the science fiction novel *Galaxy 1: UFO and Crystal Skull*. Having battled severe depression for six years, he now acts like a firefighter, determined to rescue a sprout of hope from the blaze that once consumed his life, dreaming of rebuilding a better world on the ruins of the past.

写给孩子的积极心理学故事

Positive Psychology Stories for Children



作者：贾新超，孙科

Author: JIA Xinchao, SUN Ke

ISBN: 9787302597926

Publication Date: 4/1/2020

Page Count: 198

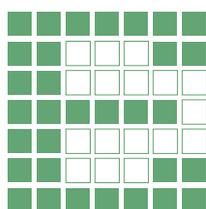
About the Book:

This book is based on the six virtues of positive psychology and 24 positive psychological qualities, using stories to inspire and guide children to learn the ability to be happy and possess a positive mindset. It employs educational solutions through story therapy, incorporating dramatic elements in the stories to create educational psychological scenarios. The dialogues and narratives are structured as psychological development processes, aiming to encourage children to think positively and stimulate them with the model of “scene as psychology, dialogue as development,” helping parents and children achieve the goal of story companionship in daily family education.

About Author:

SUN Ke, a screenwriter, children’s story writer, and a practitioner of positive psychology. He is primarily involved in researching the integration of cultural education with technology, literature, and tourism, with 12 years of experience in the development and operation management of the cultural education industry. SUN Ke excels in using stories to heal children’s psychology.

JIA Xinchao, Ph.D. in Education from the School of Education at Minzu University of China, and a national second-level psychological counselor. His research mainly focuses on positive psychology and positive education, specializing in cultivating and assessing positive psychology in children and adolescents. He has published over ten academic papers in this field.



经管 政治 人文
Economics & Management,
Politics and Humanities

保护企业点燃的创新之火——知识产权的案例

Protecting the Fire of Innovation Ignited by Enterprises: A Case Study of Intellectual Property Rights



作者：孙玉涛

Author: SUN Yutao

ISBN: 9787302640073

Publication Date: 9/1/2023

Page Count: 298

About the Book:

The collision of intellectual property and management cases has sparked the content of this book. Drawing from a selection of 11 typical cases handled by Professor TAO Xinliang, the first dean of the Intellectual Property School at Dalian University of Technology and a renowned domestic intellectual property expert, the book meticulously categorizes these cases into trademark, patent, and copyright sections based on primary and secondary data. Each case is presented in a structured format of “narrative,” “legal,” and “business” sections, providing interpretations from legal and business perspectives while conducting multidimensional analysis and research. Concluding each case with insights and distilled management lessons, this book aims to benefit readers with a background or interest in areas such as enterprise management, intellectual property management, and law.

About Author:

SUN Yutao, Ph.D. in Management, Marie Curie Research Fellow under the European Union’s Seventh Framework Program, recipient of the National Excellent Youth Science Fund, and Chief Expert of a major project funded by the National Social Science Fund. Currently serving as a professor and doctoral supervisor at the School of Economics and Management and the School of Intellectual Property at Dalian University of Technology, also holding the position of Secretary of the School of Economics and Management Committee. His research focuses on innovation and strategic management, intellectual property management, and science and technology management policies.

珠三角城市群生态修复方法、技术及应用

Ecological Restoration Methods, Technologies and Applications in the Pearl River Delta Urban Agglomeration



作者：李锋

Author: LI Feng

ISBN: 9787302622130

Publication Date: 8/1/2023

Page Count: 280

About the Book:

This book is based on the author's years of research in urban ecological planning, restoration, and management. It establishes a composite ecological driving force index system for the social, economic, and natural aspects of the ecological space changes in the Pearl River Delta urban agglomeration, along with an ecological space quality evaluation model. It reveals the driving mechanisms behind the ecological space changes, elucidates the interdependent relationship between the ecological space quality in the Pearl River Delta urban agglomeration and population distribution characteristics. The book also introduces a zoning framework for the ecological space in the Pearl River Delta urban agglomeration, proposes zoning control strategies, and develops methods and models for identifying, evaluating, and optimizing the ecological infrastructure system in the region. Furthermore, it uncovers the degradation mechanisms of the ecological landscape and damaged ecological spaces in the Pearl River Delta urban agglomeration. By focusing on typical regions within the urban agglomeration such as Zengcheng District in Guangzhou and Dongguan City, the book showcases achievements in ecological restoration techniques applied to forest and green space systems, river and wetland systems.

About Author:

LI Feng, a Ph.D. in Ecology, is a professor at the School of Architecture, Tsinghua University, and a doctoral supervisor. He also serves as the director of the Ecological Restoration Research Center at Tsinghua University and has been a visiting scholar at Stanford University in the United States. His primary research areas include urban ecology, ecological restoration and management, ecological assets and services, ecological planning and design, and ecological infrastructure.

战略构建与制度体系：组织与人力资源管理全景视角

Strategic Construction and Institutional System: A Panoramic Perspective of Organization and Human Resource Management



作者：许玉林、王剑

Author: XU Yulin, WANG Jian

ISBN: 9787302625292

Publication Date: 10/1/2023

Page Count: 440

About the Book:

This book introduces a new organizational and human resources management paradigm based on “one core concept, two major system platforms, five basic elements, and four types of institutional systems.” This framework is closely aligned with the management practices of Chinese enterprises, encompassing both theoretical models and highly practical operational guidance. It offers a comprehensive system from concepts to methods for entrepreneurs, HR professionals, and anyone interested in HR management. The book is suitable for entrepreneurs, HR professionals, and individuals interested in HR management, as well as for students and faculty in economics and management disciplines at higher education institutions.

About Author:

XU Yulin, a professor at the School of Labor and Human Resources of Renmin University of China, is a pioneering scholar in the field of human resource management in China. He is an expert in organizational behavior theory research and management practices, and serves as the chief expert at Beijing Houtongyihe Management Consulting Co., Ltd.

WANG Jian, Ph.D. in Economics from Renmin University of China, is the General Manager of Beijing Houtongyihe Management Consulting Co., Ltd. He is the founder of “Weirenke” (a leading domestic system for employee incentives and corporate culture implementation) and serves as the Executive Director of the Salary and Benefits Special Committee of the China Talent Research Association.

数字公益：发现数字经济时代的公益蓝海

Digital Public Welfare: Discovering the Blue Ocean of Public Welfare in the Digital Economy Era



作者：明宏伟

Author: MING Hongwei

ISBN: 9787302659051

Publication Date: 4/1/2024

Page Count: 344

About the Book:

In the current era, digitalization is deeply penetrating various industries with an irreversible trend. Public welfare inevitably follows the tide of the times. The author, an experienced philanthropist, innovatively proposes in this book that “philanthropy is a science” for the first time, advocating the analysis of the development of philanthropy in the digital economy era based on economic theory. Drawing on the practices and achievements of digital economy and digital philanthropy development in China, the author analyzes the general trend and basic forms of global digital economic development, identifies three “ten-level differences” faced by digital philanthropy development, and presents a digital philanthropy transformation model of “one foundation, two drivers, four reshaping”. The book combines theories, practices, data, cases, models, and mind maps to help readers establish a comprehensive knowledge system and action framework for digital philanthropy after reading the entire book.

About Author:

MING Hongwei is a senior philanthropist, one of the early advocates and promoters of digital philanthropy. With over a decade of experience in digital philanthropy and charity platform operations, the author has raised and managed over 2 billion yuan in digital charity funds. He held board positions in multiple philanthropic organizations, co-founder of one of the first internet charity platforms in China, managed several influential domestic and international projects, with 4 projects winning the top Chinese government charity award “China Charity Award”.

读金庸学行为经济学

Studying Behavioral Economics by Jin Yong



作者：岑嵘

Author: CEN Rong

ISBN: 9787302640417

Publication Date: 10/1/2023

Page Count: 262

About the Book:

This book will unfold within the main framework of behavioral economics. By reading this book, readers will gain a clear understanding of the main concepts in behavioral economics such as mental accounting, prospect theory, anchoring effect, framing effect, and the main research directions in behavioral economics including behavioral game theory, happiness economics, and neuroeconomics, all vividly described.

This book uses Jin Yong's stories to illustrate and comprehend economic concepts. Jin Yong's novels, on the surface, are martial arts stories, but at their core, they are human stories involving human behavior, strategies, emotions, conflicts, and inner thoughts. These elements align closely with the study of behavioral economics.

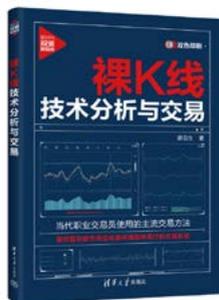
Behavioral economics is a scientific discipline that is closest to our daily lives among all economic schools. It focuses on studying ourselves. This book helps readers understand various imperceptible irrational behaviors in us, providing a rational thinking approach to various aspects of life such as shopping, relationships, and business decisions, thereby avoiding various pitfalls.

About Author:

CEN Rong, a member of the Zhejiang Writers Association, is a financial columnist who began publishing works in publications such as *Sanlian Life Weekly* since the 1990s. He has also run personal columns on economics in various media outlets including *Southern Metropolis Daily*. His published works include *The Economics of Curiosity*.

裸K线技术与交易

Bare K-Line Technical Analysis and Trading



作者：胡云生

Author: HU Yunsheng

ISBN: 9787302656630

Publication Date: 5/1/2024

Page Count: 204

About the Book:

After entering the computer age, well-funded large institutions have gained greater market advantages through program trading and high-frequency trading. The competition between “smart money” and “dumb money” has become more intense. In contrast, small to medium-sized specialized institutions and skilled individual traders have developed naked candlestick trading strategies, gaining asymmetric trading advantages to successfully counterbalance large institutions. Naked candlestick trading has thus become the mainstream trading technique in the world today, particularly in the A-share market, delivering a significant blow to traditional technical analysis traders with its clear system advantages.

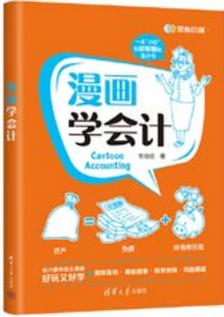
This book explains the four main systems of naked K-line trading from the perspective of practical scenarios, covering the principles and tools of naked K-line technical analysis, techniques for entering and exiting trades, risk control systems based on trading mathematics, and training methods for naked K-line traders. It aims to help readers learn about naked K-line trading and master concise, intuitive, and efficient techniques through self-training.

About Author:

HU Yunsheng, a financial engineering architect, has led the development of a large-scale proprietary technical analysis system for institutions. He has a profound understanding of the trading behavior of large institutions and their corresponding order flow.

漫画会计学

Learn Accounting Through Comics



作者：韦绪任

Author: WEI Xuren

ISBN: 9787302622574

Publication Date: 9/1/2023

Page Count: 212

About the Book:

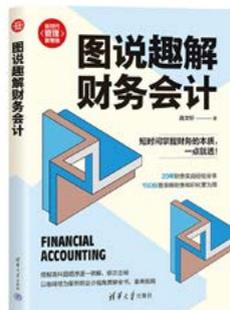
This book uses a comic thinking approach to shape personalized characters of bosses and accountants, integrating accounting learning and work, building accounting learning modules, innovatively integrating accounting principles and methods, optimizing tax collection and corporate tax thinking. It systematically explains basic accounting theory knowledge and practical cases from basic to advanced levels. It is a work focusing on teaching research and enhancing professional skills, suitable for university students and accounting professionals in the workplace.

About Author:

WEI Xuren is an associate professor at a university, the director of a research office, a certified accountant, and a manager. His main research focus is on financial and tax matters, with unique insights into China's financial and tax policies and practical applications for businesses. Apart from teaching, he also runs training programs and consulting services, providing financial and tax training and assessments for hundreds of small and medium-sized enterprises in the provinces of Guizhou and Guangxi, serving as a consultant. He has led and participated in over ten research projects and authored textbooks.

图说趣解财务会计

An Illustration of Financial Accounting



作者：高文轩

Author: GAO Wenxuan

ISBN: 9787302625285

Publication Date: 8/1/2023

Page Count: 268

About the Book:

This book uses the case of Miss Yoyo's coffee shop to illustrate accounting concepts, focusing on the balance sheet, income statement, and cash flow statement along with each item in the statements. Readers can learn systematically and easily grasp relevant financial accounting knowledge, gaining a general understanding of corporate mergers and risk management.

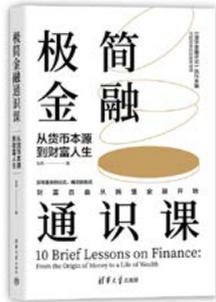
This book is divided into 17 chapters covering the following main topics: Balance Sheet - where the money comes from and where it goes; Income Statement - has the company made a profit; Cash Flow Statement - how important is cash flow; Important concepts - accrual basis and double-entry accounting method; Current Assets - speed is the most important; Inventory - should it be turned into cash; Tangible Assets - these are assets that can be seen and touched; Intangible Assets - these are also assets; Liabilities - external resources as well; Owner's Equity - how much capital is there really; Consolidated Financial Statements - the essence remains unchanged despite all changes; Income Statement - how profits are generated; Three Expenses - does it involve increasing revenue and reducing expenses; Cash Flow - the source of a company's operation; Financial Indicators - have you truly understood financial statements; From goodwill to corporate mergers; Corporate merger cases.

About Author:

GAO Wenxuan, a Master of Finance from the University of International Business and Economics, a certified international accountant, started working at PricewaterhouseCoopers in 2004, and currently works for a large multinational corporation. With nearly 20 years of experience in the financial field, he has been involved in IPO audits of several central enterprises, multiple overseas mergers and acquisitions, and successfully facilitated the listing of foreign companies in Hong Kong. His expertise lies in financial accounting, financial investment, risk management, internal control, and overseas mergers. Professional qualifications include Senior Economist, Chartered Financial Accountant in the UK, and Senior Public Accountant in Australia. Operating platforms: Official Account (Zhikubaisheng) with 95,000 followers, and Zhihu (Beileye) with 36,000 followers.

极简金融通识课：从货币本源到财富人生

A Minimalist Financial Literacy Course: From the Origin of Money to a Wealthy Life



作者：张伟

Author: ZHANG Wei

ISBN: 9787302658498

Publication Date: 4/1/2023

Page Count: 256

About the Book:

Finance is the study of money. Everyone deals with money, so everyone should learn a bit about finance. This book vividly illustrates the vast system of finance, starting with personal finance to manage one's cash flow and transitioning to corporate finance to understand how the financial "battlefield" operates. It covers various entities in the financial world, such as financial institutions moving funds, financial markets as places for fund circulation, central banks that "create" currency, and even the government's "chief financial officer" - the central finance department. The book provides a detailed introduction to help you view the world from a financial perspective and live with financial thinking.

About Author:

Dr. ZHANG Wei, a graduate of the Graduate School of the People's Bank of China (now Tsinghua University PBC School of Finance), was a student of the financial guru Mr. Liu Hongru. Currently serving as the Vice President of the National Institute of Financial Research at Tsinghua University, he was involved in the founding of the Tsinghua Financial Review and holds the positions of Executive Editor and Director of the Editorial Department. Additionally, he holds part-time positions as a director of the Tsinghua Alumni Association and a director of the China International Finance Association.

一本书读懂30部经济学经典

30 Economics Classics in One Book



作者：郭泽德、宋义平、关佳佳

Author: GUO Zede, SONG Yiping, GUAN Jiajia

ISBN: 9787302618324

Publication Date: 2/1/2023

Page Count: 348

About the Book:

Economist master Samuelson said, “In a person’s life, one can never avoid economics.” Economy is closely related to every aspect of life - clothing, food, shelter, and transportation. To understand ourselves, society, and economic principles, we need to grasp knowledge of economics. Especially in this era of great change, it is essential to read classic economic literature. This book carefully selects 30 highly representative classic economic works, categorizing them from eight different perspectives. The wisdom embedded in these economic theories and thoughts holds significant inspirational value for each of us, especially for those involved in economics, guiding us from understanding the subjective and objective world to practical actions.

About Author:

Guo Zede, a lecturer at Beijing Information Science and Technology University, an excellent doctoral graduate in Beijing, the founder of the million-fan academic education platform “Academic Aspiration”, and has compiled books such as “Writing Good Theses”.

SONG Yiping, General Manager of Beijing Sigaole Education Technology Co., Ltd., holds a Ph.D. in Sociology from Renmin University of China. He is a co-founder and top lecturer of the academic education platform “Academic Aspiration” with millions of followers, and has planned and published numerous well-known textbooks and online courses.

GUAN Jiajia, the head of the reading project team at Beijing Sigaole Education Technology Co., Ltd., holds a master’s degree in education and has been working in the education industry for over 10 years. She has successfully planned the interpretation and audio production of over 500 works.

合伙模式

Partnership Model



作者：郑指梁

Author: ZHENG Zhiliang

ISBN: 9787302652410

Publication Date: 2/1/2024

Page Count: 240

About the Book:

Business model determines the partnership model. The study of business models focuses on what to do, while partnership models focus on how to do it. Partnership models include internal partnerships and external partnerships. Internal partnership models involve partnering with employees, are intrinsic partnerships, are existing partnerships, with the aim of inspiring employee motivation, freeing entrepreneurs, achieving governance by non-action, essentially addressing the question of who is working for whom. On the other hand, external partnership models involve partnering with external individuals with resources, authority, and wealth, are expansive partnerships, are incremental partnerships, with the goal of integrating resources, growing and strengthening, essentially addressing the issue of reciprocity in the process of resource exchange.

About Author:

ZHENG Zhiliang, an expert in top-level design and partnership system design; a certified public accountant and a certified tax agent; a visiting professor at universities such as Peking University, Zhejiang University, Wuhan University, and Sun Yat-sen University. He once served as the financial manager of Bel Fuse (China Region), and once served as the human resources director, financial director, board secretary, general manager and other positions in the top 500 private enterprises in China and domestic listed companies. He can effectively combine business models, finance and taxation laws, and capital planning to provide partnership project services for more than 100 enterprises.

期货多空逻辑

Bull and Bear Logics in Futures



作者: Jerry Ma

Author: Jerry Ma

ISBN: 978-7-302-55611-4

Publication Date: 8/1/2020

Page Count: 200

About the Book:

The book is divided into 15 chapters, starting with the introduction of the basics of futures, and then gradually building an investment research framework. Finally, a complete trading system is developed based on the investment research framework, and the trading system is constantly improved and optimized, allowing traders to master the relevant investment research framework of fundamental analysis and understand how the trading system is gradually established, rather than mechanically memorizing some trading routines.

About Author:

Jerry Ma, a finance master from Nankai University and a mid-level economist, is the author of the “Trading Principles” public account. He previously worked in credit review at the head office of a listed bank and has over a decade of experience in stock and futures trading. He has gained insights into commodity futures trading and enjoys sharing personal trading experiences and reflections. He advocates for probabilistic thinking in trading, actively participating in high-probability events while guarding against low-probability events. His trading framework of “inventory + basis + profit” has been widely recognized by futures traders. Through combining spot logic with futures rules, Jerry Ma has elucidated the logic of futures fluctuations, opening a new door for futures traders.

合伙人制度

Partnership System



作者：郑指梁

Author: ZHENG Zhiliang

ISBN: 978-7-302-54173-8

Publication Date: 1/1/2020

Page Count: 284

About the Book:

This book redefines the concept of partners, that is, consensus, co-creation, co-responsibility, and sharing of strugglers and entrepreneurs. Along this line, through the design of virtual partnerships and business partnerships, entrepreneurs learn to establish mechanisms and employees become strugglers; through the design of shareholder partnerships, entrepreneurs learn to become major shareholders, and employees become entrepreneurs; through the design of ecosystem partnerships, entrepreneurs learn to become investors, and employees become major shareholders! This book systematically summarizes the five-dimensional model of partnership implementation, which includes top-level design, mechanism design, financial and legal aspects, building partnership spirit, and capital planning, aiming to solve the difficulties of partnership implementation. The book shares a large number of consulting cases from the front line and provides a large number of ready-to-use documents. With dynamic partnership design as the theme, the book echoes the definition of the partner system, which is about the live game rules of partners.

About Author:

ZHENG Zhiliang is an expert in top-level design and partnership system design. He is a certified public accountant and a certified tax agent. He has been a visiting professor at Peking University, Zhejiang University, Wuhan University, Sun Yat-sen University, and other universities. He previously served as the finance manager at Bel Fuse (China), as well as holding various positions in human resources, finance, board secretary, and general manager in the top 500 private enterprises and domestic listed companies in China. He is skilled in effectively combining business models, financial and tax laws, and capital planning, providing partnership project services to over a hundred companies.

凝视未来

Gazing into the Future: A Three-Dimensional Perspective on Future Business Models—In-depth Interviews with Leading Enterprises by a Fellow of the American Academy of Management Sciences and the American Academy of Psychological Science



作者：陈晓萍
Author: CHEN Xiaoping
ISBN: 9787302604297
Publication Date: 8/1/2022
Page Count: 304

About the Book:

This book is divided into two parts: Meeting the Future Today and Pioneering Future Business - Chinese Entrepreneurs. The main topics covered include logical reasoning, innovative thinking, artificial intelligence, leadership, key management points, turning crises into opportunities, globalization trends, future enterprises and business forms, management revolution in internet companies, genetic technology, the era of computational economics, and operating physical chain stores with an internet mindset, among others. This book provides insights into the future business society based on the author's theories and research, as well as practical management strategies for future business forms derived from conversations with successful entrepreneurs. It will be enlightening for professionals, business school professors and students, as well as general readers.

About Author:

CHEN Xiaoping, Ph.D. in Industrial and Organizational Psychology from the University of Illinois, Fellow of the Academy of Management Sciences, Fellow of the Academy of Psychological Sciences. Currently holds the Philip Condit Endowed Chair Professor of Organizational Management at the Foster School of Business, University of Washington. She is the editor-in-chief of the journal *Organizational Management Research* and executive editor of the bilingual journal *Management Insights*. She also served as the editor-in-chief of the English psychological journal *Organizational Behavior and Human Decision Processes* from 2010 to 2016.

“大分流”视域下的清代经济发展模式（英文版）

China's Road in the Great Divergence: Qing's Model of Economic Development in the 1644- 1911 Era



作者：倪玉平

Author: Ni Yuping

ISBN: 9787302619376

Publication Date: 10/1/2023

Page Count: 233

About the Book:

This book is one of the few Chinese academic works published directly in English that discusses the similarities and differences in the paths of economic development between China and the West during the Qing Dynasty.

It attempts to explore the very important question: Whether Qing China in the late 18th and early 19th centuries had a unique or similar path of economic development compared with Western countries? Also, when and why China lost its prominent position as the richest economy in world history, in the sixteenth, eighteenth or nineteenth century? Was this position lost because of policies by the Chinese state; policies on trade, taxes or trust, or was it about the access to coal, capital and colonies in the other countries? And when this happened, was it China that diverted from the standard track, or was it the country that took over; England, the Dutch Republic, or the young United States? This book not only provides answers to the above questions, but also critiques the existing historical GDP studies and “Great Divergence” studies.

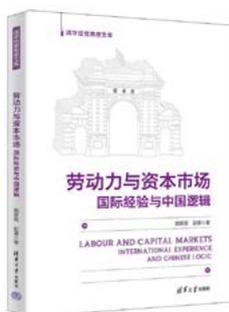
The book analyzes the population expansion and the countermeasures of the Qing dynasty before the “Malthusian Miracle”; estimates the total value of commercial output in the first half of the 19th century based on the market circulation of major commodities and tariff records; examines the changes in the Qing financial system with Xianfeng-Tongzhi reigns as the turning point; and analyzes the government borrowing activities during the period as well as the Qing government’s relief efforts during the Great Flood of 1823.

About Author:

Written by NI Yuping, professor of Department of History, School of Humanities, Tsinghua University. He is a scholar who presented his material and ideas at seminars and workshops in different parts of Asia, Europe and the United States. During this year Ni published a book with Brill Publishers in Leiden (*Customs Duties in the Qing Dynasty, ca.1644-1911*).

劳动力与资本市场：国际经验与中国逻辑

Labour and Capital Markets: International Experience and Chinese Logic



作者：施新政、彭章

Author: SHI Zhixin, PENG Zhang

ISBN: 9787302643197

Publication Date: 9/1/2023

Page Count: 284

About the Book:

In recent years, the increasing importance of human capital has drawn the attention of scholars in the financial field to the relationship between labor and finance, giving rise to the emerging interdisciplinary research field of “labor and finance”. This book reviews relevant research in this field internationally and domestically, examines the issues of “labor and finance” in China in the context of the institutional background and current situation of the domestic capital and labor markets, and looks ahead to the future of research on “labor and finance” in light of the rise of digital economy and evolving concepts of environment, society, and corporate governance. Research on “labor and finance” not only concerns the development of enterprises and capital markets but also closely relates to the vital interests of every worker. Currently, population and employment issues are important topics of concern across various sectors of Chinese society, and Chinese financial scholars are actively engaging in research on “labor and finance” with China as the backdrop. It is hoped that this book will stimulate more high-level research with Chinese characteristics on “labor and finance,” contributing to the high-quality development of China’s economy.

About Author:

SHI Xinzhen, Associate Professor at the Department of Economics, School of Economics and Management, Tsinghua University, also serves as the Deputy Editor of the Journal of Economics. He has been selected for the national young talent program. His primary research areas include labor economics and development economics.

PENG Zhang is an Assistant Professor in the Department of Asset Valuation at the Central University of Finance and Economics. His research interests include corporate finance, corporate governance, labor and finance, application of machine learning in corporate finance, and financial technology.

出圈：品牌共通的战略级进化路径

Going Beyond: The Strategic Evolution Path of Common Branding



作者：乐剑峰

Author: LE Jianfeng

ISBN: 9787302634591

Publication Date: 7/1/2023

Page Count: 260

About the Book:

In today's fast-paced consumer landscape and amidst a sea of fragmented information, customers are bombarded with choices, leaving transitioning companies and marketers feeling more lost than ever. How can one sift through the chaos to uncover timeless patterns and create truly valuable brands?

With over two decades of experience in brand marketing, LE Jianfeng focuses on the essence of the "common path," distilling the strategic evolution path of brands. By emphasizing the discovery of core forces, creation of hit products, development of symbols, and activation of collaborative creation, this book actively merges humanistic, artistic, technological elements, aiming to reshape the energy and value curve of brands. It serves as a guiding light for enterprise branding endeavors.

Regardless of whether you're a startup, a cutting-edge brand, or an established entity, this book offers both theoretical insights and practical guidance, helping brands revitalize, leading to a dual boost in brand wealth and market value.

About Author:

LE Jianfeng is the Chief Researcher at the Research Institute of Brand Sciences, Zhejiang Wanli University. He is also the founder of the Shanghai Zhongxin Gongtong Brand Consulting Agency and serves as a distinguished expert at the Shanghai Urban Renewal Research Association, an expert member at National Brands Project, Xinhua News Agency, and the Visual Chief Planner for the National Brand Program at CCTV. With over two decades of experience in brand marketing, he has led numerous projects in building major brands for corporations, groups, and cities. Previously working with international 4A advertising agencies such as Ogilvy, he is the originator of the "common path of branding," which consists of "Core Forces-Hit Products-Symbols-Collaborative Creation." He has provided branding consulting and training services for hundreds of enterprises and institutions, including renowned companies like JD.com, Baidu, Alibaba, Vanke, among others.

小微企业经营笔记：找对人、做对事、走对路

Notes on Managing Micro Enterprises: Finding the Right People, Doing the Right Things, and Choosing the Right Path



作者：叶铁桥

Author: YE Tiejiao

ISBN: 9787302655794

Publication Date: 4/1/2024

Page Count: 232

About the Book:

Economics follows cycles, and management has its own set of principles. When it comes to small businesses, the dance is even more delicate compared to large platforms and corporations, with each move keeping business owners on their toes. A single good decision can lead a company to double its profits, while one misstep can make operations incredibly challenging.

As an industry veteran with years of experience, Ye Tiejiao, the founder of Ciwei Gongshe, has distilled 37 core key points of managing small businesses from three angles in a note-style format. He explains how to select the right individuals, build and oversee efficient teams; how to execute the right strategies, establish and uphold the company's values; and how to navigate the right path, enhancing and evolving self-awareness. For small business managers, this book will become your trusty desk guide, aiding you in maneuvering through economic shifts and making more accurate business choices. If you are a team leader, this book can also help you cultivate a managerial mindset, enabling you to strive for greater value from an entrepreneur's perspective and dimension.

About Author:

YE Tiejiao is the founder of Ciwei Gongshe and the CEO of Beijing Xiaoyu Information Technology Co., Ltd. After graduating from the School of Journalism and Communication at Peking University, he joined the China Youth Daily, where he served as chief reporter and director of the official microblog operation room. He has received numerous journalism awards, including the "China Journalism Award" and within two years, grew the WeChat official account's user base from less than 100,000 to over 1 million, making it one of the leading central media communication platforms. YE has been a visiting lecturer at Tsinghua University's School of Journalism and Communication for two consecutive years. In 2016, he founded the well-known vertical new media platform "Ciwei Gongshe", which currently boasts over a million followers across various online platforms.

公关战略：成就卓越的商业组织

Public Relations Strategy: Achieving Excellence in Business Organizations



作者：李曦

Author: LI Xi

ISBN: 9787302659044

Publication Date: 5/1/2024

Page Count: 328

About the Book:

The importance of public relations has been proven by the passage of time and global developments. In the future, regardless of the size of an enterprise, public relations should be strategically considered right from the beginning as part of the company's development.

This book takes a close look and deeply analyzes numerous practical public relations cases of various enterprises. It focuses on summarizing the strategic role that public relations can play as companies grow from small to large. It also highlights the unique value that public relations can bring to enterprises at different stages of development, providing a comprehensive overview of all the professional capabilities involved in corporate public relations work.

With valuable insights into industry development and extensive experience in corporate public relations management, LI Xi draws from 30 years of experience in public relations and industry insights. This book is a must-read for organizational leaders, managers, public relations professionals, and branding marketing practitioners.

About Author:

LI Xi has served as the Vice President of JD Group (2013-2019) and Vice President of Sony (China) Co., Ltd (2009-2012), where she established comprehensive public relations systems for JD and Sony (China) respectively, and built professional PR teams. LI previously held the position of Director of the Corporate Public Relations Working Committee at the China International Public Relations Association and has been honored with titles such as "the First Top Ten Spokespersons in China's News Industry."

韧性变革:金蝶如何持续构建竞争优势

Resilient Transformation: How Kingdee Sustains Competitive Advantage



作者: 曹仰锋

Author: CAO Yangfeng

ISBN: 9787302636694

Publication Date: 7/1/2023

Page Count: 272

About the Book:

In the face of a highly unpredictable business landscape, many corporate leaders have recognized the critical need for resilient growth. Without resilience, companies risk facing insolvency and collapse when crises strike. Surviving in a tumultuous environment is key to long-term success. Resilient companies maintain continuous growth by adeptly leveraging resilient transformations to navigate crisis impacts, demonstrating a greater capacity for risk-taking and adaptation to change.

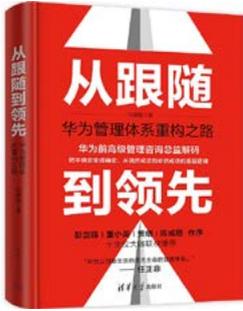
In the book, Dr. CAO Yangfeng weaves together resilience theory and transformation theory to introduce a theoretical framework for Resilient Transformation. This framework sheds light on the underlying mechanisms that drive sustainable corporate growth. The book takes a deep dive into a single case study of Kingdee Software Group, an exceptionally resilient enterprise, to conduct thorough research. By closely examining Kingdee's journey of change, the book presents a practical model related to resilient transformation. This model emphasizes five key elements that shape resilient transformation: strategic alignment, organizational flexibility, talent, technological innovation, and a corporate culture rooted in empathy. The central inquiry addressed is how companies can consistently leverage resilient transformation to establish a competitive advantage in a rapidly changing environment.

About Author:

CAO Yangfeng is a strategic management scholar, serving as the director of the Institute of Global Entrepreneurship & Innovation, and as a professor of management practice at Guanghua School of Management, Peking University. His research focuses on strategic transformation and organizational change, with significant achievements in digital strategy, business model innovation, and sustainable corporate growth. He is the author of several popular works including *Black Sea Strategy: How Haier Built a Platform Ecosystem* and *Organizational Resilience: How to Sustain Growth Through Crisis*. CAO has translated works like *Measure What Matters* and has published over 30 articles in management journals such as *Harvard Business Review*.

从跟随到领先：华为管理体系重构之路

From Follower to Leader: Huawei's Journey of Management System Restructuring



作者：冯德刚

Author: FENG Degang

ISBN: 9787302650942

Publication Date: 2/1/2024

Page Count: 372

About the Book:

Mr. REN Zhengfei once said, “The most precious thing about Huawei is its lifeless management system. Huawei won’t leave anything behind but its management. The management system will be passed down from generation to generation. Huawei’s greatest achievement is establishing a lifeless management system.” Through over 20 years of continuous management innovation, Huawei has built a robust process-based management system, enabling the company to transition from a follower to a leader in the ICT field.

This book revolves around four key elements of management: strategic management, process restructuring, organizational development, and continuous change. It covers topics such as Huawei’s strategic management processes, strategic planning methods and models, essential points from strategic planning to execution, process restructuring, and strategic-driven process architecture designs, process-oriented organizational development, project-oriented enterprise construction, quality culture development, business process transformation, and digital transformation practices. The book elaborates on Huawei’s concept and method of customer-centric management system restructuring, the core secrets behind Huawei’s sustained and leading growth, and the underlying logic of turning uncertainty into certainty.

About Author:

FENG Degang has 16 years of experience working across different businesses and roles at Huawei. During his tenure, he has served in various positions such as Quality Operations Engineer, Senior Sales Manager, Process Improvement Expert, and Senior Management Consulting Director. With over a decade of hands-on experience in Huawei’s management system and process improvement projects, he has been personally involved in and made significant contributions to several major change initiatives and management improvements. He has led and participated in numerous projects involving process restructuring and digital transformation. FENG possesses a wealth of experience in building corporate management systems.

品牌向上：公司品牌管理六策

Brand Up: Six Strategies for Corporate Brand Management



作者：乔林

Author: QIAO Lin

ISBN: 9787302654032

Publication Date: 5/1/2024

Page Count: 200

About the Book:

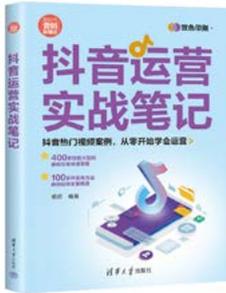
This book is a brand management guide written for Chinese business managers. It goes beyond the narrow concept of small brands and takes a perspective of big brands, advocating for total branding. It provides six implementation strategies, known as the Six Strategies for Corporate Brand Management. This book is aimed at helping managers use branding as a strategic tool to address challenging issues in market competition and strategic management, ultimately achieving high-quality development for their enterprises.

About Author:

QIAO Lin is the Senior Vice President and Managing Partner of the Kotler Marketing Group (KMG) in China. He specializes in corporate market strategy management and strategic brand management. With many years of experience in corporate market strategy consulting, QIAO has provided in-depth services in market strategy management, corporate brand strategic planning, and digital marketing strategic planning for numerous Fortune 500 companies and innovative firms. In his spare time, he serves as an external mentor for Wuhan University, the Chinese University of Hong Kong (Shenzhen), and Nanjing University of Posts and Telecommunications MBA programs. QIAO is also the co-author of *Marketing Strategies in the Digital Era* and *Market Strategies for CEOs*.

抖音运营实战笔记

A Practical Guide to Managing Your Douyin Account



作者：杨昭

Author: YANG Zhao

ISBN: 9787302654674

Publication Date: 5/1/2024

Page Count: 248

About the Book:

This book delves into various aspects of Douyin account operations such as account setup, recommendation algorithms, attracting more followers, content creation, video production, editing, opening a Douyin shop, live streaming strategies, sales techniques, and video profitability. It focuses on elucidating the knowledge of “precise targeting + algorithm comprehension + driving more traffic + content creation + live commerce + video profitability” through practical examples for beginners.

Featuring comprehensive content, numerous case studies, hands-on applicability, and practicality, this book is not only suitable for Douyin operators and influencers looking to drive traffic, promote, livestream, open stores, and sell products but also for online sellers, product marketers, and marketing managers in enterprises. Moreover, it serves as a valuable teaching resource for higher education institutions and training schools offering courses related to new media or e-commerce.

About Author:

YANG Zhao is a pioneer in the first wave of Douyin Operators. As a seasoned operator with over 5 years of experience in the Douyin ecosystem and a key figure behind an MCN agency, he possesses a deep understanding of Douyin’s operational mechanisms, particularly focusing on Giant Qianchuan’s operations, short video advertisements (Dou+), traffic generation, fan growth of Douyin shops, hit product creation, ranking optimization, and conversion rate enhancement.

Having witnessed Douyin’s rapid development over the past few years, YANG has been an integral part of this growth trajectory. Notably, in 2018, he contributed to the writing of the bestselling book *Mastering Douyin Short Videos: Beginner’s Guide, Content Creation, Brand Marketing, Traffic Monetization*.

YANG excels in devising strategies, positioning, shooting, editing, live streaming, and monetizing Douyin videos. He holds rich practical experience in areas such as Douyin mini-stores, product showcases, cart conversions, video product sales, live streaming sales, data analysis, and more.

秒赞短文案：新媒体文案写作速成

To Write More Likable Copy: Quick Guide to Crafting New Media Copy



作者：夏晓墨

Author: XIA Xiaomo

ISBN: 9787302647522

Publication Date: 2/1/2024

Page Count: 224

About the Book:

Rooted in the trends of the times, this book focuses on the role of short copy in the process of winning profits from private traffic. The book is divided into four chapters: Trends, Basics, Practical Applications, and Profitability, covering the writing methods of seven common types of short copy across new media platforms such as posters, Xiaohongshu (Little Red Book), Wechat Moments, short video scripts, live streaming pitches, Q&A responses, and SEO articles. The content spans across multiple fields such as beauty and skincare, health and wellness, food, and education. The book provides numerous examples, copywriting templates, and steps to deepen readers' understanding and application of new media short copy.

About Author:

XIA Xiaomo, a seasoned copywriting coach and influential figure in the domain of paid knowledge-sharing on Xiaohongshu (Little Red Book). Renowned for her expertise as an instructor at platforms such as Qianliao and Yilie Xuetang, as well as a founder of MoShang Huakai Studio, XIA's expertise shines through in her practical and results-driven approaches to copywriting. From assisting students in achieving remarkable sales figures through her Moments copy template to aiding influencers in monetizing short videos, XIA's strategies consistently deliver tangible results. Her passion extends beyond crafting copy. Her dedication extends beyond crafting copy to teaching others the art of copywriting, guiding novices into successful independent copywriters and empowering individuals to manage profitable media channels even without prior experience in media operations.

小红书博主炼成记：账号运营 + 内容创作 + 涨粉引流

The Little Red Book Mastery: Account Operations, Content Creation, and Fan Growth



作者：朱奕澄

Author: ZHU Yicheng

ISBN: 9787302658801

Publication Date: 5/1/2024

Page Count: 304

About the Book:

Little Red Book is currently one of the platforms that warrants deep exploration. However, many struggle with operating a Little Red Book account, facing challenges like uncertain positioning, low traffic, slow fan growth, and poor monetization results. Yet, managing your account well on Little Red Book isn't as tough as it may appear; the crux lies in grasping specific operational mindsets and techniques. This book provides a thorough breakdown of Little Red Book operations, encompassing account positioning, viral content creation, fan growth strategies, commercial monetization, and practical case studies. It aims to empower regular individuals to effortlessly thrive on Little Red Book, starting from scratch.

About Author:

ZHU Yicheng, the brain behind the Dayu Shijie account on Little Red Book, serves as a mentor on managing accounts on We Media and personal IP, and consultant for various companies' new media marketing endeavors. A master at crafting viral content, ZHU has produced numerous million-read posts and successfully garnered 40,000 fans on her Little Red Book account within half a year. She has influenced and guided over 1,000 novices to master the art of Little Red Book.

时空论

Time-Space Theory



作者：陈国权

Author: CHEN Guoquan

ISBN: 9787302658016

Publication Date: to be published soon

Page Count: 308

About the Book:

This book dives into the philosophy and techniques of Time-Space Theory. Across 16 chapters divided into three parts, readers are introduced to key concepts. The first section lays out the central idea that how efficiently we think and act hinges on our understanding of time, space, and access to temporal resources. It breaks down these crucial notions and their practical applications. The second part shows how this theory can be applied in leadership and management, spotlighting temporal theories and practices in these domains. Finally, the third part delves into the theory's impact on personal growth and organizational advancement, touching on topics like human cognitive limits, developing wisdom in leaders, organizational learning, fostering organizational wisdom, game theory within organizations, and the temporal course of organizational progress.

This book is a culmination of the author's extensive research and expertise, offering insights for students and professionals across diverse fields in academia and industry. It serves as a valuable guide for those looking to boost their effectiveness in thinking and decision-making.

About Author:

CHEN Guoquan, a renowned professor and doctoral advisor at Tsinghua University's School of Economics and Management, is a trailblazer in developing theories and methodologies related to time-space leadership, time-space theories in leadership and management, time-space organizational learning, and time-space leadership approaches on both national and international fronts.

领导和管理的时空理论

Time-Space Theory of Leadership and Management



作者：陈国权

Author: CHEN Guoquan

ISBN: 9787302606581

Publication Date: 6/1/2022

Page Count: 184

About the Book:

This book dives deep into the time-space theory within leadership and management, highlighting the importance of considering these dimensions in decision-making processes. It emphasizes that effective leaders and managers must navigate organizational challenges by understanding the dynamic interplay between time and space. By adopting this holistic approach, organizations can enhance their performance, ensure longevity, and foster sustainable growth. Unlike traditional theories, the time-space theory presented in this book offers a more inclusive perspective that accounts for various factors, making it particularly suitable for addressing intricate and ever-evolving leadership and management issues. With 8 detailed chapters, the book explores the fundamental framework of time-space theory, spatial analysis, time-space theory dynamics, and competitive interactions, providing readers with a comprehensive guide to applying time-space theory in real-world scenarios.

About Author:

CHEN Guoquan, a renowned professor and Ph.D. supervisor at Tsinghua University's School of Economics and Management, is a trailblazer in developing theories and methodologies related to time-space leadership, time-space theories in leadership and management, time-space organizational learning, and time-space leadership approaches on both national and international fronts.

传媒业的颠覆性创新：从传媒创新到传媒创业

Disruptive Innovation in the Media Industry: From Media Innovation to Media Entrepreneurship



作者：曾繁旭 王宇琦

Author: ZENG Fanxu, WANG Yuqi

ISBN: 9787302577102

Publication Date: 6/1/2021

Page Count: 216

About the Book:

In the face of the dramatic decline of the traditional media sector, media innovation and media entrepreneurship have become pivotal concepts in academia's response to the industry crisis. This book takes a perspective of disruptive innovation, seeking to merge the realms of media innovation and entrepreneurship. It delves into the academic questions and theoretical concepts where these intersect, meticulously examining how media business models are being overhauled and exploring the crucial steps and societal tensions of disruptive innovation within the media landscape. The book aims to closely mirror the ongoing trends in China's media transformation, outlining a fresh industry perspective and logic, while exploring a media innovation and entrepreneurship theory that boasts interdisciplinary appeal.

About Author:

Dr. ZENG Fanxu is an associate professor and Ph.D. supervisor at the School of Journalism and Communication, Tsinghua University. He is also the former Visiting Scholar at Harvard Yanching Institute (2010-2011). His authored works include *The Power of Expression: When Chinese NGOs Meet the Media*, and he has published multiple papers in SSCI/CSSCI journals.

WANG Yuqi is a lecturer at the School of International Journalism and Communication, Beijing Foreign Studies University, and Ph.D. from the School of Journalism and Communication, Tsinghua University. He has published over 20 papers in domestic and international academic journals such as *Chinese Journal of Communication and Journalism & Communication*.

从历史世界到思想世界

From Historical World to Intellectual World



作者：赵金刚

Author: ZHAO Jingang

ISBN: 9787302639220

Publication Date: 10/1/2023

Page Count: 312

About the Book:

This book delves into the display of value principles and ethical principles in the real world, along with the evolution of these principles. In the actual flow of thought development, principles and history continuously interact. Principles actively shape the world, evolving themselves amidst global changes. Simultaneously, intellectual thought possesses an internal driving force fueled by its inherent tension. The contemporary evolution of traditional Chinese philosophy equally embraces the dimensions of principles and history. How to infuse vigor into thought within the new historical context remains a significant issue for further contemplation - a central focus of this book.

About Author:

ZHAO Jingang, Ph.D. in Philosophy, is an associate professor and Ph.D. supervisor at the Department of Philosophy, Tsinghua University. His research primarily revolves around Confucianism, Neo-Confucianism, and the Spring and Autumn Period. Notable works include *Zhu Xi's View of History*, the compilation of ancient texts like *The Annotations of the Spring and Autumn Annals*, and the publication of numerous scholarly articles.

创造不同的未来：清华大学政经哲课程讲演集（第一辑）

Shaping Tomorrow: Lectures from Tsinghua University's Courses on Politics, Philosophy and Economy (Volume 1)



作者：汪晖

Author: WANG Hui

ISBN: 9787302652717

Publication Date: 3/1/2024

Page Count: 396

About the Book:

This book is a compilation of lectures delivered in 2017 at Xinya College, Tsinghua University and Tsinghua Institute for Advanced Study in Humanities and Social Sciences. The lectures on Politics, Philosophy and Economy (PPE) is a specialized series tailored for students majoring in politics, economy and philosophy at Tsinghua University. Renowned professors from the humanities and social sciences, both domestic and international, were invited to lecture. In 2017, Professor WANG Hui led the courses, aiming to broaden students' knowledge base and promote general education.

Positioned as interdisciplinary material in the humanities and social sciences, this book serves a dual purpose. It aims to share and popularize cutting-edge academic research while showcasing Tsinghua University's excellence in liberal arts education, robust research capabilities, and top-tier educational standards. This underscores Tsinghua University's commitment to advancing liberal arts education.

About Author:

WANG Hui is a senior professor of humanities at Tsinghua University, with joint appointments in the Department of Chinese and the Department of History. He is also the director of the Tsinghua Institute for Advanced Study in Humanities and Social Sciences. His research areas include the history of Chinese thought, modern Chinese literature, and social theory. His major publications include a four-volume work *The Rise of Modern Chinese Thought*, *The Depoliticized Politics*, and about 20 other books. His works have been translated into English, Japanese, Korean, Italian, German, Spanish, Slovenian, and various other languages, totaling over 20 translations. In 2013, he shared the "Luca Pacioli Prize" with Jürgen Habermas. In 2018, he was awarded the Anneliese Maier Research Award.

重构知识：在线知识传播的疆域、结构与机制

Reconstructing Knowledge: Territory, Structure, and Mechanism of Online Knowledge Dissemination



作者：张伦、李永宁

Author: ZHANG Lun, LI Yongning

ISBN: 9787302631408

Publication Date: 5/1/2023

Page Count: 236

About the Book:

This book delves into the patterns of knowledge sharing on social media platforms, the unique structural features of knowledge domains, the driving forces behind knowledge construction, and the technical means to make knowledge more accessible. Aligned with the broader goals of the New Humanities in the social sciences, this book draws upon communication theory perspectives, leverages information science computational technologies, and employs complex network analysis frameworks to tackle contemporary challenges in communication studies. In essence, this research aims to explore how internet-based knowledge dissemination can enhance the efficiency of sharing knowledge, broaden access to knowledge, and examine how information technology can potentially benefit a wide range of societal groups.

About Author:

ZHANG Lun, Associate Professor in the Department of Digital Media at the School of Art and Communication, Beijing Normal University. He is a member of the Association of Intelligence and Computational Communication Research of the Chinese Association for History of Journalism and Communication. ZHANG was selected as a young top talent under the National Ten Thousand Talent Program and is recognized as a Zhongying Young Scholar at Beijing Normal University. His primary research focus is on new media information dissemination based on data mining methods. He has published over 50 papers in journals indexed by SSCI, SCI, and CSSCI.

LI Yongning, Lecturer at the Shi Liangcai School of Journalism and Communication at Zhejiang Sci-Tech University. He graduated from the School of Systems Science at Beijing Normal University. LI's research revolves around computational communication, with a keen interest in information dissemination and diffusion in the big data environment, as well as information dissemination pathways and effects on social media platforms.

不要温和地走进那个良夜

Do Not Go Gentle into That Good Night



作者：路鹃

Author: LU Juan

ISBN: 9787302624875

Publication Date: 1/1/2024

Page Count: 252

About the Book:

LU Juan has written film review columns in various platforms such as *Blog Weekly*, *China Entrepreneur*, *Blue Chip*, *Yu Shang*, and WeChat official accounts since 2014. With a rich interdisciplinary background, she embodies both the refinement of femininity and a profound depth of insight when it comes to movies. Her unique perspective on films always manages to capture some intriguing and subtle nuances. This book is a genuine and heartfelt love letter to cinema, penned by a true cinephile, meant to be shared with all those who have a passion for movies.

About Author:

Dr. LU Juan is a faculty member at the School of Journalism and Communication at Beijing Sport University and also supervises doctoral students. She has been a visiting scholar at The Chinese University of Hong Kong and North Carolina State University in Chapel Hill. Her main research areas include media policies and regulations, as well as new media communication. Dr. LU has directed over 20 projects at the provincial and ministerial levels, including National Social Science Fund projects and Ministry of Education humanities and social science fund projects. She has published around 70 academic papers and over a hundred film and economic critiques in various journals and magazines. Her published works include *Studies on Privacy Torts and Legal Remedies in New Media communication*.

大音乐时代——欧美当代流行音乐漫谈

The Mega-Age: A Profile of Contemporary Pop Music in Europe & North America



作者：宋刚

Author: SONG Gang

ISBN: 9787302649441

Publication Date: 3/1/2024

Page Count: 424

About the Book:

This book paints a vibrant and engaging picture of contemporary European and American popular music. The author provides a comprehensive and systematic overview of the historical evolution, major genres, and key artists in Western pop music. It delves into the operational dynamics of the music industry, the interaction between popular music, technology, and design, and the profound influence of European and American pop music on modern society and culture. Filled with background knowledge and entertaining anecdotes, the book concludes by exploring the future trends of popular music post-pandemic. It weaves together academic insight, knowledge, and entertainment, making it an indispensable resource for professionals in the music industry and students, as well as a valuable guide for enthusiasts looking to deepen their understanding of contemporary Western pop music.

About Author:

SONG Gang, born in 1969, holds a Ph.D. and works as a senior engineer and first-class registered architect. He is the author of *Contemporary Exhibition Architecture in North America* and *Current Situation and Development of Contemporary Chinese Architectural Design*.

音乐剧导论

Introduction to Musical Theatre



作者：罗薇

Author: LUO Wei

ISBN: 9787302639619

Publication Date: 8/1/2023

Page Count: 500

About the Book:

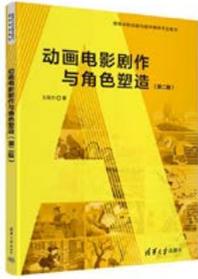
This book is part of the “Tsinghua General Education Library” series. Setting itself apart from the typical historical or introductory works in the field of musical theatre, this book is a specialized theoretical text tailored for professionals and enthusiasts of musical theatre. While most musical theatre publications in China focus on analysis, following a chronological approach to dissecting shows from different eras in terms of their historical context, plot, and performance details, this book takes a more professional stance. It delves into the unique artistry of musical theatre as a stage performance, examining elements such as scripts, dialogue, lyrics, music, dance, and set design in detail across various chapters. The aim is to provide audiences with a more rational, intricate, and lucid perspective, allowing them to deeply appreciate the distinct artistic charm of musical theatre performances.

About Author:

LUO Wei, Associate Professor at Tsinghua University, visiting scholar at New York University and University of California, Los Angeles. The courses she teaches have been recognized as “Tsinghua University General Education Honors Course” and “Tsinghua University Fine Course”. She has published monographs such as *American Modern Piano Music in a Multicultural Context* and *Broadway Musicals*, as well as translated works like *Musical Theater: An Appreciation*.

动画电影剧作与角色塑造（第二版）

Animated Film Screenwriting and Character Development (Second Edition)



作者：王筱竹

Author: WANG Xiaozhu

ISBN: 9787302646464

Publication Date: 11/1/2023

Page Count: 139

About the Book:

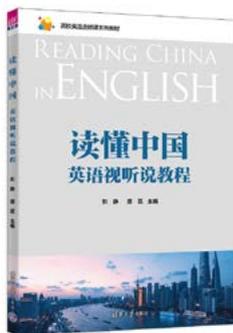
An animated movie script is a form of storytelling that uses visual language. This book incorporates design concepts into the theory of drama, focusing on the relationship between script creation and character shaping, and discusses the methods of using creative thinking to shape animated characters in drama. This book is suitable as a reference material for animation script creation related majors in higher education institutions, as well as a reference book for practitioners and enthusiasts in animation film script writing and animation character design.

About Author:

WANG Xiaozhu, a Ph.D. in Art, graduated from the School of Fine Arts at Tsinghua University and is a joint doctoral student in Multimedia Information Interaction and Animation at the Massachusetts Institute of Art and Design in the United States. Main research directions: Animation design and animation drama theory. Visiting Scholar at STEM Computing and Communication Department, Open University, UK.

读懂中国：英语视听说教程

Understanding China: Viewing, Listening and Speaking



作者：彭静、盛荔、李于南、刘琳、卢桂华、谢佳

Author: PENG Jing, SHENG Li, LI Yunan,

LIU Lin, LU Guihua, XIE Jia

ISBN: 978-7-302-62440-0

Publication Date: 8/1/2023

Page Count: 159

About the Book:

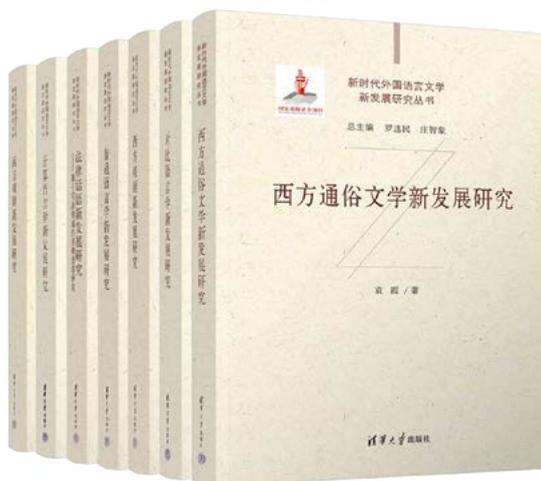
This book consists of 8 units, each focusing on themes such as Chinese education, Chinese flavors, Chinese family culture, the Chinese film market, internationalization of higher education in China, World Heritage in China, witnessing China's development, and a green China. Each unit includes three carefully selected audiovisual materials that combine thoughtfulness, relatedness, entertainment, and practicality. Through warm-up exercises, audio-visual practices, and group tasks, this book enhances students' intercultural skills, critical thinking abilities, and English expressions related to Chinese elements. The book also includes PPT courseware and listening scripts. It can be used as a general education course and public English elective for non-English major students, as a Ideological and Political Theory Course for English major students, as a Chinese Culture Course for international students studying in China, and can also serve as reference material for international media and English enthusiasts to read.

About Author:

PENG Jing holds a Ph.D. in Education and serves as a Master's supervisor. She is the Dean of the School of Foreign Languages and Cultures at Chongqing University. Her main research area is English curriculum and pedagogy. She teaches courses such as "English Teaching Theory", "Higher Education", and "Comprehensive English for Graduate Students" to postgraduate students in education, undergraduate English majors, and non-English major postgraduate students. Her teaching has achieved excellent results. In recent years, PENG has published more than 20 academic papers in journals such as *Foreign Languages and Their Teaching*, *Academic Degrees & Graduate Education*, and *Journal of The Chinese Society of Education*. She has undertaken and participated in more than 10 national, provincial, and university-level research projects, producing 8 research reports that have been adopted at various levels. She has also contributed to the compilation of 5 monographs and textbooks.

新时代外国语言文学新发展研究丛书

Research Series on the New Developments of Foreign Language and Literature in the New Era

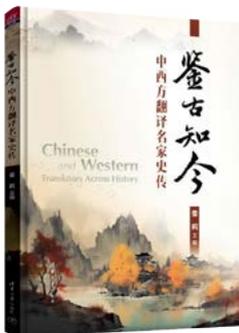


About the Book:

This series consists of 47 volumes, including *Research on the New Developments of Western Drama* and *Research on the New Developments in Computational Linguistics*, among others. The authors are renowned scholars and professors in the field of language and literature. They delve deeply into the latest dynamics and trends of linguistics and literature in the new era, covering theoretical innovations, practical applications, and interdisciplinary research. This series offers a wealth of academic resources for scholars and enthusiasts, guiding the forefront of academic exploration.

鉴古知今：中西翻译名家史传

Chinese and Western Translators Across History



作者：姜莉

Author: JIANG Li

ISBN: 9787302639114

Publication Date: 12/1/2023

Page Count: 224

About the Book:

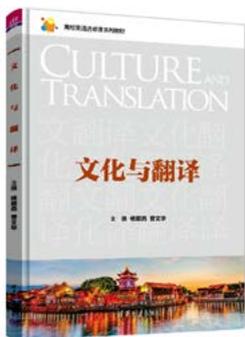
This book consists of two volumes: Biographies of Chinese Translation Masters and Biographies of Western Translation Masters, focusing on the fields of religion, literature, and technology. Each part includes a summary, main text, discussion questions, and excerpts and analysis of translators' works. (1) Biographies of Chinese Translation Masters features renowned translators such as Kumarajiva, Xuanzang, YAN Fu, XU Guangqi, ZHAO Yuanren, and Sidney Shapiro. (2) Biographies of Western Translation Masters includes translators of the Bible like Jerome and Martin Luther, and also delves into figures not extensively covered in textbooks, such as Dryden, Voltaire, and Goethe. It also highlights sinologists who made significant contributions to the history of cultural exchange between China and the West, including translators like Matteo Ricci, Jean Pierre Abel Rémusat, Göran Malmqvist, Pearl S. Buck, Howard Goldblatt, and Stephen Owen. They played pivotal roles in promoting the dissemination of Chinese culture abroad, outlining the history of communication and exchange between Chinese and foreign cultures. By examining representative translators from ancient to modern times and their achievements, this work seeks to elucidate the evolving characteristics of translation itself.

About Author:

JIANG Li, Associate Professor at the School of Foreign Languages and Literatures, Beijing Normal University. She holds a Ph.D. from Peking University and has also been a visiting scholar at the University of Chicago. JIANG has long been engaged in research on translation studies and comparative cultural studies. She has published four monographs, translations, and edited works, and has led five Chinese academic translation projects of the National Social Science Foundation of China as well as projects supported by the Ministry of Education. Additionally, she has contributed to the compilation of two textbooks and reference books like *Essentials of Great Western Ideas*. Her representative works include monographs titled *English Translations of Zhuangzi: A Study on Translator Acceptance of Aesthetic Image*.

文化与翻译

Culture and Translation



作者：杨朝燕、曾文华等

Author: YANG Zhaoyan, ZENG Wenhua, et al.

ISBN: 9787302615798

Publication Date: 11/1/2022

Page Count: 292

About the Book:

The teaching material focuses on the translation and appreciation of Chinese cultural texts in English and Chinese, covering themes such as the Chinese zodiac, festivals, colors, cuisine, attire, travel, plants, animals, and forms of address. It also introduces the differences between Chinese and English language and culture, along with practical translation strategies, methods, and techniques. The textbook unit is well-structured, comprising an overview of chapters, translation cases, and exercises. The selected articles are scholarly, the cases are typical, and the language is authentic, diverse, and fluent, while the analysis provided is meticulous and thoughtful. This material helps students master solid language skills and enhance their abilities in reading, translation, thinking, and writing. Additionally, a reference book is included, along with teaching PPT courseware for each chapter, as well as reference translations for the translation cases and exercises in the textbook.

About Author:

YANG Chaoyun, an Associate Professor, holds a Master's degree. Since July 1992, she has been working at the College of Foreign Languages, Huazhong Agricultural University, engaging in teaching and research on courses such as College English, English Lexicology, Culture and Translation, and Literary Translation for many years. She has presided over and participated in multiple research projects, including national social science, provincial, and university-level translation-related projects. She has co-edited three books and participated in the compilation of multiple textbooks. She has published multiple translated works and papers in journals such as *World Literature*, *Translations (Yilin)*, *English Learning*, and *Hubei Social Sciences*.

文学原来很有趣：16位大师的精华课

The Charm of Literature: Essence Lessons from 16 Masters



作者：郑伟

Author: ZHENG Wei

ISBN: 9787302624035

Publication Date: 11/1/2023

Page Count: 284

About the Book:

This book selects 16 of the most representative literary masters in the field of world literature history, and introduces their literary thoughts, literary works, and life experiences to readers in a simple yet entertaining way. These 16 literary masters will guide readers to explore the vast ocean of literature, gradually unveiling the mysterious veil of literature and allowing readers to experience the diverse charm of literature. The focus of the book is not to teach readers about literary genres and categories, but to gradually guide readers to dialogue with literature, to feel the emotional layers of literary works. Its purpose is not to teach readers how to appreciate literature, but to teach them to use literature for self-expression.

About Author:

ZHENG Wei holds a doctoral degree in literature from Nanjing University and has conducted long-term in-depth research on Chinese and foreign literature as well as traditional Chinese culture. He has published more than 10 papers in journals such as *Foreign Literature Review*, *Comparative Literature in China*, and *the Journal of the Central Academy of Drama*, and has presided over relevant educational projects.

简帛有声——出土简帛的文献学研究

**Voices from Bamboo and Silk:
Philological Studies of Excavated Bamboo and Silk
Manuscripts**

作者：刘国忠

Author: LIU Guozhong

ISBN: 9787302661566

Publication Date: 5/1/2024

Page Count: 337

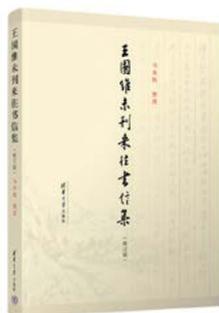
About the Book:

This book is a compilation of the author's scholarly works focusing on the examination of unearthed bamboo and silk manuscripts dating back to 1999. It serves as a pioneering achievement within the realm of bamboo and silk manuscript studies. The author has dedicated extensive research efforts to various excavated documents, including the Houma Covenant Texts, the Zhangjiashan Bamboo Slips of Han Dynasty, the Mawangdui Silk Manuscripts, the Eastern Han wooden- and bamboo-slip documents excavated from Wuyi Square, and Xuanquan Bamboo Slips of Han Dynasty. Of particular note is the author's commitment to the preservation, organization, and analysis of the Tsinghua Bamboo Slips, resulting in numerous scholarly publications. This book presents an in-depth exploration of excavated bamboo and silk manuscripts from a philological perspective, significantly contributing to the advancement of research in related fields and exerting a broad impact.

About Author:

LIU Guozhong graduated from the Graduate School of the Chinese Academy of Social Sciences in 1997 with a major in historical documents, obtaining a Ph.D. in history. Currently, he is a professor and doctoral supervisor at the Center for Excavated Texts Research and Preservation at Tsinghua University. His main research interests include bamboo and silk manuscripts and ancient Chinese history. He is currently leading a major project funded by the National Social Science Fund on "the Formation and Development of the Tsinghua Bamboo Slips and Confucian Classics". Since the initial preservation and research work on the Tsinghua Bamboo Slips, LIU has been involved in all aspects of the Tsinghua Bamboo Slips, and his book *Approaching the Tsinghua Bamboo Slips* has been widely influential.

王国维未刊来往书信集（修订版）

The Collected Unpublished Correspondence of
WANG Guowei (Revised Edition)

作者：马奔腾

Author: MA Benteng

ISBN: 9787302651383

Publication Date: 1/1/2024

Page Count: 290

About the Book:

This book compiles nearly 500 pieces of unpublished correspondence from WANG Guowei, primarily consisting of letters sent from WANG Guowei to his son, WANG Qianming, and letters addressed to WANG Guowei from over sixty domestic and international correspondents including LIANG Qichao, HU Shi, SHEN Jianshi, GU Jiegang, LIANG Shuming, Naitō Torajirō, and others. The letters cover a wide range of content, encompassing academic discussions, social life, and personal emotions. As an important set of newly discovered historical materials, the vast information contained within these letters not only aids in advancing research on WANG Guowei and other prominent historical figures, but also serves to supplement and deepen our understanding of specific historical periods, societal conditions, and cultural contexts, possessing irreplaceable literary value.

About Author:

MA Benteng, a Ph.D. in literature from Peking University, currently serves as the Director, Professor, and Doctoral Supervisor in the Literature Division of the Department of Literature and History at the Party School of the Central Committee of CPC. He has independently undertaken the National Social Science Fund youth project “Zen and Poetry” and several school-level projects at the Party School of the Central Committee of CPC. He has long taught the course Protection and Utilization of Cultural Heritage at the Party School of the Central Committee of CPC. MA has published over ten works, including *Zen and Poetry (monograph)*, *Unpublished Correspondence of Wang Guowei (edited and annotated)*, and *Protection and Utilization of Cultural Heritage (monograph)*. He has also published nearly a hundred articles in journals such as *Literary Heritage*.

唐集体例笺证

Annotated Study of the Compilation Principles of Tang Dynasty Poetry Collections



作者：李成晴

Author: LI Chengqing

ISBN: 9787302537137

Publication Date: 2/1/2024

Page Count: 306

About the Book:

The study of Tang Dynasty poetry collections serves as a third path beyond focusing solely on writers and their works. In ancient times, attention was paid not only to distinguishing styles and examining reflections but also to the practical experience of compiling collections and the concerns of writing. With the publication of facsimiles of ancient manuscripts from Dunhuang and Japan, combined with the recent reevaluation of studies concerning poetry collections, the source and compilation principles of poetry collections, particularly from the Tang Dynasty, have attracted increasing attention from scholars.

This book centers around Tang Dynasty poetry collections and examines issues such as the study of poetry collections, prefaces and concurrent entries, documentation, order of volumes, and the influence of Confucian Classics and History and Philosophy sections on the compilation of Tang Dynasty poetry collections. It also discusses the practice of concealing names in family collections, the exemplary editing of the poetry collections of LI Bai, DU Fu, YUAN Zhen and BAI Juyi, textual forms and common practices related to poetic themes, among other topics. By discerning the compilation principles of Tang Dynasty poetry collections, this study not only serves as a reference for the compilation of poetry collections throughout history but also plays a role in observing trends and seeking sources in the field of medieval literature restoration.

About Author:

LI Chengqing, born in 1987 in Zichuan, Shandong Province, is an Associate Professor at the Center for Ancient Chinese Classics and Archives and the Department of Chinese Language and Literature at Peking University. His research focuses on Tang and Song literature and documents, as well as classical philology. He has authored works such as *A Collection of Studies on Collected Works Literature*.

人工智能伦理

AI Ethics



作者：于江生

Author: YU Jiangsheng

ISBN: 9787302596622

Publication Date: 1/1/2022

Page Count: 504

About the Book:

This book covers various aspects of ethics in artificial intelligence, including robot ethics, privacy protection, social impact, transparency, and accountability. The author uses vivid examples and in-depth analysis to explain the ethical challenges brought about by the development and application of AI technology, and proposes corresponding solutions and suggestions.

In the book, YU puts forward some important views. He believes that the development of artificial intelligence should follow ethical principles to ensure that the behavior of robots conforms to human ethical standards and avoid negative impacts on human society. At the same time, he also emphasizes the importance of privacy protection, pointing out that when collecting and using personal data, it is necessary to ensure the security and confidentiality of the data to avoid privacy leaks and abuse.

About Author:

YU Jiangsheng, holds a PhD in Applied Mathematics and has in-depth research in multiple fields, such as artificial intelligence, statistical machine learning, Bayesian data analysis, computational linguistics, image processing, and bioinformatics. He has worked for many years at Peking University, the University of Kansas, and Wayne State University, and has published more than 40 academic papers and nearly 20 US algorithm patents.

社会认知逻辑

Social Cognitive Logic



作者：刘奋荣

Author: LIU Fenrong

ISBN: 9787302638544

Publication Date: 8/1/2023

Page Count: 248

About the Book:

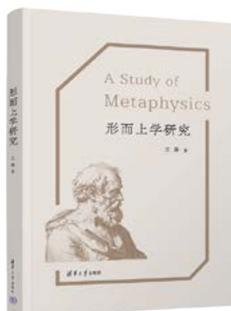
Cognitive logic studies the reasoning laws of concepts such as knowledge and beliefs, while social cognitive logic explores the logical nature of social relationships, particularly the impact of social relationships on people's cognitive reasoning. Over the past decade, social relationships and social influence as a new research topic has garnered attention from logicians and interacted interestingly with cognitive logic, leading to many new discoveries and forming the field of social cognitive logic. A central question addressed in this book is: by introducing the new perspective of social relationships into cognitive logic, what are the new changes and rules in the cognitive reasoning of individuals? The book introduces the concepts of reflective rationality and evolutionary rationality, providing research results based on these two different paths.

About Author:

LIU Fenrong is a Professor and Distinguished Professor from the Chang Jiang Scholar Program at the Department of Philosophy, School of Humanities, Tsinghua University. Her main research areas include philosophical logic, Chinese logic history, and artificial intelligence logic, and she has published over 60 academic papers. She is one of the founders of dynamic preference logic, and her monograph *Reasoning about Preference Dynamics* was awarded the first prize in the 7th Award for Outstanding Scientific Research Achievements of Higher Education Institutions by the Ministry of Education.

形而上学研究

Metaphysical Studies



作者：王路

Author: WANG Lu

ISBN: 9787302660651

Publication Date: 4/1/2024

Page Count: 258

About the Book:

This book presents the nature and significance of metaphysics by analyzing the relevant discussions of philosophers such as Aristotle, Immanuel Kant, Georg Wilhelm Friedrich Hegel, Edmund Husserl, Martin Heidegger, and Gottlob Frege. It reveals the essence of metaphysics in three aspects: Firstly, metaphysics is the understanding of knowledge itself; secondly, metaphysics is related to language and logic; thirdly, philosophy itself is metaphysics, distinguishing it from empirical philosophy. Metaphysics is a priori, while empirical philosophy relies on experience. The essence of philosophy is logic, and important philosophical (metaphysical) questions require the application of logical theory and methods. This kind of research is relatively lacking in Chinese intellectual and cultural traditions. The intended audience for this book includes philosophy researchers, professors, undergraduate and graduate students in humanities disciplines, as well as general philosophy enthusiasts who have an interest in the humanities.

About Author:

WANG Lu is a specially-appointed Chief Professor at the School of Philosophy, Zhengzhou University, and a Professor and Doctoral Supervisor at the Department of Philosophy, School of Humanities, Tsinghua University. He enjoys special government allowances from the State Council. His major works include *Approaching Analytic Philosophy*, *The Concept of Logic, Being and Truth: The Foundation of Metaphysics*, *Logic and Philosophy*, *How to Understand Being*, and *The View of Logic*.

中国城市大变局：解读城市竞争的底层逻辑

China's Urban Changing: Understanding the Underlying Logic of Urban Competition



作者：凯风

Author: KAI Feng

ISBN: 9787302633525

Publication Date: 6/1/2023

Page Count: 348

About the Book:

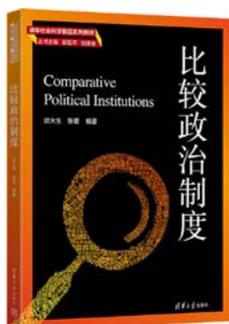
The world is changing, history is changing, and the times are changing. A great transformation unprecedented in a century is profoundly reshaping the international competitive landscape, which in turn is affecting the regional economic layout. Looking back at history, behind every major urban transformation, there are traces of technological progress, industrial upgrading, changes in international relations, and shifts in national strategies, but they are equally closely related to the choices and efforts of the cities themselves. Now, a new round of great changes has arrived. How can the Chinese eastern coastal areas maintain their leading advantages? How can the central and western regions of China ride the tide of the revival of land power and make further progress? Can the Northeast China change their future under the new geopolitical pattern? Can ordinary cities catch up by riding the wave of the new round of technological revolution? How can megacities and super-large cities meet the challenges of high-quality development? In the face of great changes, who will advance and who will retreat?

About Author:

KAI Feng, a rising financial writer, graduated from Huazhong University of Science and Technology. He is the author of books such as *China's Urban Megatrends*. He is a seasoned media professional, currently the founder of Guo Min Jing Lve (National Strategy), a director of the South China Urban Research Association, and focuses on research in regional economics, national economics, and real estate. He has created many articles with over a million views on the internet, which have generated widespread response in political, academic, and general readers.

比较政治制度

Comparative Political Institutions



作者：谈火生 张君

Author: TAN Huosheng, ZHANG Jun

ISBN: 9787302624592

Publication Date: 6/1/2023

Page Count: 220

About the Book:

This textbook is divided into two main sections: the theoretical part (Part I) and the empirical part (Part II and Part III). In the empirical section, it is further divided into static description (Part II) and dynamic description (Part III). In the theoretical part, the textbook introduces new institutionalism on the one hand and the basic principles of modern political institutions on the other. In the static description of the empirical part, the textbook compares different institutional arrangements from several aspects such as state structure, legislation, administration, judiciary, elections, and political parties. In the dynamic description of the empirical part, the textbook attempts to analyze the forces and mechanisms of political institutional change. In each chapter, the textbook not only provides a general introduction to relevant institutions but also extracts important research themes, absorbing achievements from academia to provide students with a comprehensive knowledge landscape.

About Author:

TAN Huosheng is an Associate Professor in the Department of Political Science at the School of Social Sciences, Tsinghua University. His main research areas include Western political thought history, democratic theory, and Western political institutions. Since 2011, he has been engaged in teaching Western political institutions and democratic theory. TAN is a pioneer in the field of deliberative democracy research in China and was seconded by the General Office of the Central Committee in 2014 to participate in the drafting of the *Opinions on Strengthening the Construction of Socialist Deliberative Democracy by the Communist Party of China Central Committee*.

文明互鉴与民主想象的更新

**Democracy in the Perspective of Civilizations:
An Exploration of Chinese and Western Thought of
Deliberation**

作者：谈火生

Author: TAN Huosheng

ISBN: 9787302621744

Publication Date: 12/1/2022

Page Count: 276

About the Book:

This book examines the origins and resources of the idea of consultative democracy in Western civilization and Confucian thought from the perspective of intellectual history. The book is divided into three parts: the first part explores the intellectual origins of consultative democracy in Western civilization; the second part examines the tradition of consultation in Confucian thought in China; and the third part places the concepts of democracy and consultative democracy in the context of dialogues between the East and West.

The distinctive feature of this book is that it directly confronts the challenges facing democracy in the 21st century, is concerned with the long-term foundations of the development of consultative democracy in China, and transforms this anxiety into a profound academic exploration, seeking intellectual resources for the further deepening of democracy from cultural traditions. This research not only helps to break away from Western-centrism on the issue of democracy, but also lays a more solid foundation for the development of consultative democracy in China.

About Author:

TAN Huosheng is a Tenured Associate Professor and the Deputy Director of the Department of Political Science at the School of Social Sciences, Tsinghua University. His main research areas include the history of political thought, democratic theory, and Chinese politics. His recent major publications include *Deliberative Governance in Contemporary China* (2018), and *Contemporary Chinese Government and Politics* (2016). He has also authored and translated works such as *The Theory of Representation: Issues and Challenges* (2018).

超越对立：中国气候变化政策的学习理论研究

Beyond Opposition: Research on China's Climate Change Policy from the Perspective of Learning Theory



作者：翟大宇

Author: ZHAI Dayu

ISBN: 9787302626237

Publication Date: 2/1/2023

Page Count: 212

About the Book:

Building on existing research, this book establishes a research framework for state learning under open conditions by integrating relevant theories such as the internalization of international mechanisms and national socialization. The book introduces a model of state learning with two dimensions: the level of state learning (instrumental, normative) and the proactiveness of state learning (follower, leader), effectively explaining the changing process of China's climate policy at different stages. Furthermore, the book compiles rich data around global climate governance mechanisms and the evolution of China's climate policies, providing insights into the development and changes in the global climate governance system and China's domestic climate policy. In terms of theory and content, the book offers value and innovation. Its key features include: 1. Introducing a research framework for state learning under open conditions, interpreting changes in state policy and behavior from the perspective of state learning. 2. Systematically organizing the development process of the global climate governance system and China's national climate policies, analyzing in detail the interaction between the two. 3. Combining theoretical depth with a certain level of accessibility and knowledge dissemination.

About Author:

ZHAI Dayu, holds a PhD in Law and is currently a Lecturer at the School of International Development and Cooperation, University of International Business and Economics. He graduated from Peking University with a major in Political Science and Public Administration, Edinburgh University with a major in International Relations, and Tsinghua University with a major in International Relations. He has previously worked at the National Information Center, holding positions as Assistant Economist and Economist. ZHAI's primary research interests include International Relations Theory, Global Governance and Climate Politics, International Political Economy, and Chinese Diplomacy. He has published numerous academic papers and authored policy reports.

城市更新制度建设：广州、深圳、上海的比较（第二版）

The Innovation of Urban Regeneration Institutions in China: Experience from Guangzhou, Shenzhen and Shanghai



作者：唐燕、杨东、祝贺

Author: TANG Yan, YANG Dong, ZHU He

ISBN: 9787302631248

Publication Date: 10/1/2023

Page Count: 392

About the Book:

This book showcases the new changes in institutional systems, organizational division of labor, and policy measures in urban renewal in the cities of Guangzhou, Shenzhen, and Shanghai following state institutional reforms. It analyzes the new initiatives taken by these cities in spatial control and implementation pathways for urban renewal, while also summarizing the current implementation challenges and institutional difficulties they still face. Based on the framework of urban renewal institutional development focusing on “subject-funding-space-operation,” the book proposes suggestions for innovative steps and work contents in updating institutional frameworks.

The book provides a comprehensive reflection of the latest progress in urban renewal institutional development practices in these three cities, offering valuable insights and references for urban renewal in China.

About Author:

TANG Yan is an Associate Professor at the Department of Architecture, Tsinghua University. TANG is a Doctoral Supervisor and a Humboldt scholar in Germany. Additionally, TANG serves as a committee member and director of the editorial department for the China City Planning Review.

YANG Dong is an engineer at the Architectural Design and Research Institute Co., Ltd. of Tsinghua University. Yang has long been engaged in research and practice in urban renewal, urban and rural planning and design.

ZHU He is a Lecturer at the School of Architecture and Urban Planning, Beijing University of Civil Engineering and Architecture. ZHU’s research focuses on urban renewal institutions and economy, urban design management and governance, and urban governance theory.

数字时代的安全竞争与国际秩序

Security Competition and International Order in the Digital Age



作者：孙学峰、李彬

Author: SUN Xuefeng, LI Bin

ISBN: 9787302645580

Publication Date: 11/1/2023

Page Count: 296

About the Book:

With the advent of the digital age, gaining insight into the characteristics and trends of early-stage interactions and development among nations has become a hot topic and frontier area in the discipline of international relations. Deepening the understanding of the impact of digital technology on international politics has become an important research direction in international relations. This book is originated from the attention given to the digital age by the Institute of International Relations at Tsinghua University since 2018 and the research and exploration carried out around the early-stage international/regional order, international security competition, and foreign strategic choices in the digital age initiated in 2020. The book primarily analyzes the changes and continuities of great power strategic competition and international/regional order as the world enters the digital age, along with their impact mechanisms. It combines real-world international relations scenarios to reveal the shaping and influence of digital technology on national military capabilities, international security competition, and the evolution of international security norms. Building on this foundation, it describes and analyzes the strategic choices of countries in the process of digital technology competition and their influencing factors, presenting numerous research findings with theoretical insights and practical significance.

About Author:

SUN Xuefeng, Professor at the Institute of International Relations, Tsinghua University, Executive Vice President of the Institute of International Relations, and Editor-in-Chief of the *Chinese Journal of International Politics*. His main research focuses on international relations theory, China's foreign policy, and East Asian international relations.

LI Bin, Professor and Doctoral Supervisor at Tsinghua University, responsible for the arms control project. He serves as an editorial board member for *Science & Global Security* and *Nonproliferation Review*.

区域治理概论

Introduction to Regional Governance



作者：李应博

Author: LI Yingbo

ISBN: 9787302650638

Publication Date: 4/1/2024

Page Count: 248

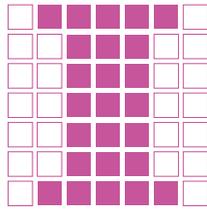
About the Book:

The textbook presents a comprehensive theoretical foundation and systematic framework of regional governance, encompassing its conceptualization, governance participants, governance tools, governance mechanisms, governance processes, and governance performance. Additionally, it discusses the international development of regional governance organizations and regional governance mechanisms. From the perspective of governance objectives, governance logic, governance characteristics, governance tools, and other factors, the book introduces the experience and paradigm of China's regional governance.

The textbook is beneficial for students in developing a comprehensive understanding of regional governance. It also contributes to equipping students with the theoretical knowledge, awareness, literacy, and ability to utilize regional governance perspectives and tools to address regional development challenges. Furthermore, it aims to facilitate a deeper appreciation for the characteristics and innovative approaches of China's regional governance paradigm and foster theoretical and institutional confidence in China's regional governance path.

About Author:

LI Yingbo is an associate professor at the School of Public Administration, Tsinghua University. She has published more than 80 papers in high-quality academic journals, and 9 books. Her research achievements have won the Sixth Award for Outstanding Achievements in Scientific Research in Colleges and Universities (Humanities and Social Sciences), and the First National Award for Outstanding Achievements in Informatization.



信息 Information Technology

ChatGPT+AI文案写作实战108招

108 Techniques of Practical Writing with ChatGPT+AI: A Guide



作者：苏海

Author: SU Hai

ISBN: 9787302658924

Publication Date: 5/1/2024

Page Count: 220

About the Book:

This book explores the methods of AI-generated content creation represented by the ChatGPT platform. The book is accompanied by 10 thematic sections, 108 practical tips, and over 240 minutes of instructional videos. The book is divided into two main strands: 1. Skill Development Strand: The first three chapters provide detailed explanations on how to utilize the ChatGPT platform, effective methods for interacting with ChatGPT, and techniques for asking questions efficiently. These sections enable readers to grasp the macro skills of generating written content using ChatGPT. 2. Case Studies Strand: The subsequent seven chapters encompass AI content generation techniques applied in six specific writing scenarios and a comprehensive case study. These scenarios cover writing for office-related content, art-related content, academic documents, entertainment pieces, media materials, marketing content, and an end-to-end AI content creation process. This approach allows readers to acquire ChatGPT content generation skills through practical use cases.

About Author:

SU Hai, a senior internet professional, was among the first users of large-scale data models such as ChatGPT and ERNIE Bot (also known as Wenxin Yiyan). With extensive experience in questioning ChatGPT, he has conducted research and practical applications involving over 10,000 sets of human-machine interaction queries. He has utilized ChatGPT for various types of copywriting including office documents, artistic texts, academic papers, and marketing materials. SU Hai is also the author of the best-selling book *Event Planning Handbook: Brand Promotion, Popularity Building, and Practical Cases*.

Stable Diffusion AI绘画从提示词到模型出图

From Prompts to Model-Generated Art: Exploring Stable Diffusion AI Drawing



作者：楚天

Author: CHU Tian

ISBN: 9787302656333

Publication Date: 5/1/2024

Page Count: 212

About the Book:

The book delves into the tools and techniques of using Stable Diffusion AI for drawing. Divided into two main sections, it covers the fundamentals and practical applications of Stable Diffusion AI drawing. (1) Fundamentals Section: In this section, readers are introduced to core technologies such as SD Text-to-Image, Image-to-Image generation, prompt words, models, ControlNet plugins, and more. These explanations help beginners swiftly transition into adept SD artists. (2) Case Studies and Practical Application Section: The book curates a plethora of AI drawing examples including anime characters, ink wash painting, AI photography, commercial posters, e-commerce models, product packaging, movie characters, and more. Each case study is accompanied by detailed instructional videos for synchronized learning, enabling readers to enhance their skills through hands-on practice.

About Author:

As an avant-garde and pioneering figure in AI artistry, CHU Tian has extensive hands-on experience with various versions of AI drawing software like Midjourney, Stable Diffusion, Novel, and Wenxin Yige. Chu is also a seasoned user of ChatGPT. Noteworthy is their insightful utilization of Stable Diffusion and Midjourney in tandem. He is also an esteemed member of several prestigious photography associations, including the China Photographers Association. As a photography enthusiast and influencer, he is known as the founder of Complete Guide to Mobile Photography Composition on WeChat public platform, boasting over 300 composition methods and a fan base exceeding 300,000 followers. He is also a creator of viral short videos on Douyin (TikTok), most notably recognized for the masterpiece “Exploring Changsha through the Lens: The Great River West,” garnering over 400,000 views. Their work has been featured in CCTV-1 and CCTV-3 National Day gala event “China Dream: Ode to the Motherland”.

设计，几何：AI时代的设计师生存手册

Design, Geometry: A Designer's Survival Guide in the AI Era



作者：纪晓亮

Author: Ji Xiaoliang

ISBN: 9787302653172

Publication Date: 4/1/2024

Page Count: 212

About the Book:

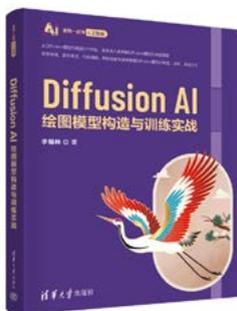
With the advancements in technologies such as artificial intelligence and big data, the fundamental logic of the design industry is undergoing significant changes. On one hand, an increasing number of aesthetic-related tasks can now be effortlessly generated with intelligent tools for free. On the other hand, many design needs remain unmet, positioning design in a phase of high demand but short supply. What exactly is design? How do we define good design? How should the value of design be measured? This book is a series of reflections and summaries based on these backgrounds and questions.

About Author:

Ji Xiaoliang, a partner and Chief Content Officer at Zcool, is also the Editor-in-Chief of Zcool.com. As an original design exchange platform, Zcool has catered to 15 million designers and showcased over 12 million design works in the past 18 years. Starting from the appreciation and recommendations of each design piece, through vast reading and data observations, Ji has developed a profound understanding of design content and maintains a strong sense of empathy towards the design community. He has served as a judge in numerous design competitions and been recommended as an industry expert in dozens of best-selling design books, dedicated to enhancing public perception of the value of design.

Diffusion AI绘图模型构造与训练实战

Practical Construction and Training of Diffusion AI Drawing Models



作者：李福林

Author: LI Fulin

ISBN: 9787302654506

Publication Date: 3/1/2024

Page Count: 332

About the Book:

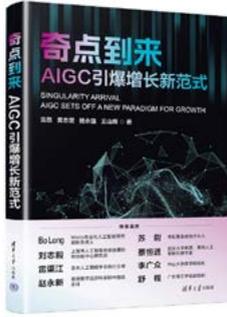
This book provides a comprehensive explanation of the DiffusionAI drawing model, including demonstrations of the most basic components, specific project applications, and an introduction to the underlying design concepts and implementation principles of the Diffusion model. Through this book, readers can quickly grasp the usage of the Diffusion model, master the training and testing processes of AI drawing models, and develop their own AI drawing models.

The book consists of 19 chapters, including sections for quick start (Chapters 1-2). The section on training methods for document-to-image Diffusion models (Chapters 3-7) demonstrates rapid training of the Diffusion model using high-level API through five practical tasks. The historical development of image generation models (Chapters 8-12) demonstrates several representative image generation models from the pre-Diffusion era. The section on training methods for image-to-image Diffusion models (Chapters 13-15) showcases training methods for image-to-image Diffusion models through three practical projects. The historical development of image-to-image models (Chapters 16-18) demonstrates several image-to-image models from the pre-Diffusion era. The final section on fully manual construction of Diffusion models (Chapter 19) demonstrates the construction, training, and testing methods of building a Diffusion model from scratch.

About Author:

LI Fulin is a seasoned programmer and trainer in the IT field for over a decade, proficient in various IT technologies, and holds the title of Software Designer. He has shared multiple AI technology tutorials that have received widespread praise from readers. He is currently employed at SUNLION Group as an Algorithm Engineer.

奇点到来：AIGC 引爆增长新范式

Reaching the Singularity:
AIGC Igniting a New Growth Paradigm

作者：范磊、黄志坚、杨永强、王山雨

Author: FAN Lei, HUANG Zhijian, YANG Yongqiang, WANG Shanyu

ISBN: 9787302661337

Publication Date: 6/1/2024

Page Count: 296

About the Book:

Growth is a new approach and method for companies to achieve business growth through the use of new technologies such as computers, big data, and artificial intelligence. This book introduces the technology and practical applications of AIGC in the realm of growth. The book is divided into 4 parts. Parts 1, 2, and 4 are primarily aimed at readers interested in understanding the technical principles behind AIGC, changes in growth models, and the technological advancements in the industry and academia as of March 2023. Part 3 contains fundamental knowledge about AI, basic models, and introduces how application developers can efficiently get started and utilize APIs from a practical application perspective, catering to readers with a certain level of technical background.

About Author:

FAN Lei, Ph.D. in Computer Science from Stony Brook University, USA. He is a renowned expert in the fields of artificial intelligence and data science, with over ten years of experience in theoretical research on artificial intelligence, industrial applications, and senior management positions in top Internet technology companies.

HUANG Zhijian holds a Master's degree from Renmin University of China. He was previously employed at Hemei Group, Grentech, A8 New Media Group, and Southern Galaxy Valley among other listed companies.

YANG Zhiqiang is a renowned expert in the industry of artificial intelligence and machine learning algorithms with 15 years of experience at BAT (Baidu, Alibaba, Tencent). He conducts in-depth research in areas like machine learning, natural language processing, and computer vision.

WANG Shanyu is expert in artificial intelligence and algorithms at BAT (Baidu, Alibaba, Tencent) with over a decade of experience in the field of artificial intelligence. Wang has research experience in machine learning algorithms such as knowledge question answering and image-text relationship computation.

极简ChatGPT：如何利用AI提高办公效率

Simple ChatGPT: How to Apply AI to Improve Work Efficiency



作者：韩颖 关东升

Author: HAN Ying, GUAN Dongsheng

ISBN: 9787302645870

Publication Date: 10/1/2023

Page Count: 208

About the Book:

This book systematically introduces how to apply the ChatGPT to achieve Office automation and data analysis. It is rich in content and detailed cases, which can be used as a tutorial and reference manual for ChatGPT and is suitable for Office users, data analysts, and project managers.

About Author:

GUAN Dongsheng, a veteran programmer in the IT field for over 20 years, renowned training expert, and bestselling author. He is proficient in various computer technologies. He has involved in the design and development of large-scale projects such as the Beijing Municipal Public Transport IC Card, National Agricultural Product Traceability System, financial system Weibo mobile client projects, and has released multiple games and applications on the App Store. Guan provides training services for enterprises and institutions such as China Mobile, China Unicom, Southern Airlines, PetroChina, ICBC, Ping An Bank, and Tianjin Port Authority. Guan has published over 40 books.

AIGC：让生成式AI成为自己的外脑

AIGC: Let Generative AI be Your External Brain



作者：成生辉

Author: CHENG Shenghui

ISBN: 9787302645665

Publication Date: 10/1/2023

Page Count: 252

About the Book:

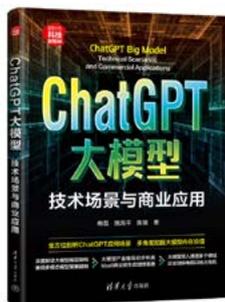
This book talks about the recent hot topic, i.e. AIGC technology, from its technical principles, professional knowledge and applications. The author introduces the following contents in succession including the basic concept and development of AIGC, the basic and extended technology stack of AIGC, the current situation and prospect of AIGC in text generation and image generation, AIGC applications, the upstream, middle and downstream industrial chain of AIGC and its future prospects, and the legal and moral disputes and problems.

About Author:

Dr. CHENG Shenghui is currently a Xihu Scholar at Westlake University and the head of the Intelligent Visualization Laboratory. He received his Ph.D. in Computer Science from the State University of New York at Stony Brook, and has conducted research at the Brookhaven National Laboratory in the US and Harvard Medical School. He previously served as an advisor to the Digital Economy Group at the World Bank headquarters. His primary research areas include the metaverse, visualization, and visual analytics. He has served as the Executive Chair of the Big Data Summit Forum, and as a member of the program committees for the IEEE Pacific Visualization Symposium, the IEEE VIS Conference, and the China Visualization Conference. He has published over 30 academic papers and authored 6 books, including *The Metaverse: Concepts, Technologies, and Ecology*.

ChatGPT大模型：技术场景与商业应用

Large-scale Models: Technical Scenarios and Commercial Applications in ChatGPT



作者：梅磊、施海平、陈靖

Author: MEI Lei, SHI Haiping, CHEN Jing

ISBN: 9787302648178

Publication Date: 12/1/2023

Page Count: 220

About the Book:

ChatGPT, as a major leap in the field of artificial intelligence, has stirred widespread discussions, and its powerful functionality is closely tied to the support of large-scale models. This book focuses on large-scale models, providing a detailed account of their technical scenarios and commercial applications. Starting with the typical application ChatGPT, this book explores the allure behind the underpinning of large-scale models. Firstly, the book explains the fundamental concepts of large-scale models, industry landscape, and the emergence of new business models, showcasing the current development status and commercial potential of large-scale models. Secondly, the book delves into numerous application scenarios of large-scale models, such as data services, intelligent search, office tools, conversational AI, leisure and entertainment, manufacturing, smart marketing, and smart cities, elucidating the current application status, potential, and enterprise exploration practices in these domains.

About Author:

MEI Lei is an AI industry expert at Baidu (China) Limited, responsible for the implementation of generative large-scale models and other artificial intelligence products. Previously, he served as the product lead and general manager of the financial business unit at CloudWalk Technology Co., Ltd.

SHI Haiping is employed at China UnionPay Data Services Co., Ltd, serving as a senior expert in China's bank card and internet finance products. He specializes in building internet finance ecological products and services based on cutting-edge technologies such as artificial intelligence, cloud computing, and big data.

CHEN Jing, currently serving as the head of audio and video architecture at Xiaohongshu (Little Red Book), led the development of audio and video algorithms and built an engineering team from scratch, responsible for video encoding and decoding, image enhancement, and other technology research and development.

人工智能新时代：核心技术与行业赋能

The New Era of Artificial Intelligence: Core Technologies and Industry Empowerment



作者：郭哲滔、任宇翔

Author: GUO Zhetao, REN Yuxiang

ISBN: 9787302653943

Publication Date: 5/1/2024

Page Count: 252

About the Book:

This book focuses on artificial intelligence at its core. The first part delves into theoretical knowledge and outlines a blueprint for the development of artificial intelligence. Its goal is to help readers understand AI, find pathways, and methods to engage in the field of artificial intelligence. The middle section highlights cutting-edge technologies that can empower artificial intelligence, such as NLP, machine learning, big data, IoT, blockchain, and more. The final part summarizes the impact and significance of artificial intelligence on industries like transportation, agriculture, healthcare, manufacturing, education, finance, and entertainment. The aim is to provide readers with insights into how AI is commercialized and implemented in these sectors.

About Author:

GUO Zhetao is an expert in cloud computing and artificial intelligence, the founder, chairman, and CEO of Cloudspace (100281.OC). He serves as a technology project review expert for the Beijing Municipal Science and Technology Commission, a senior engineer at the Chinese Academy of Sciences, and an architecture expert for Google Cloud and Microsoft Cloud. He holds a Master's degree in Software Engineering from Nanjing University, an MBA from Peking University, and an MBA from University College London (UCL).

REN Yuxiang, a Ph.D. in Education, is the founder, chairman, and CEO of Beijing Esports Dimensional Culture Communication Co., Ltd. He graduated with a Bachelor's degree in Computer Science and Technology from Zhejiang University. He is a registered Information Systems Auditor, a PRINCE2 Practitioner certified by the Office of Government Commerce (OGC), UK, and a Project Management Professional (PMP) accredited by the Project Management Institute (PMI).

OpenAI API接口应用实战

Practical Applications of the OpenAI API Interface



作者：雷韦春

Author: LEI Weichun

ISBN: 9787302659952

Publication Date: 5/1/2024

Page Count: 288

About the Book:

The OpenAI API is a platform designed for developers, businesses, and researchers. Through this API, users can seamlessly integrate and apply cutting-edge AI technology without the need to independently train models or build complex support systems. The OpenAI API not only drives the widespread application of AI technology but also provides a simple and efficient way for users to explore and harness the potential of AI.

This book is divided into 4 parts with a total of 19 chapters, covering key topics such as the fundamentals of the OpenAI API, a detailed overview of the OpenAI API, leveraging the OpenAI API for intelligent question answering, online customer service, educational assistance, programming support, emotional counseling, psychological consultation, content creation, travel planning, legal advice, multilingual translation, market analysis, literature retrieval, development preparation, practical chatbot implementation, practical AI drawing system implementations, practical AI text review system, and the future prospects of the OpenAI API.

About Author:

LEI Weichun holds a master's degree in Computer Science from the Graduate University of the Chinese Academy of Sciences. With nearly twenty years of experience, he has served as a senior R&D engineer at Guangzhou Sunrise Electronics Development Co., Ltd., Lenovo, Shanghai Wondertek, and as a technical director at Guangdong Sunmnet Technology. Currently, he is the technical director at Guangzhou Tudu Information Technology Co., Ltd. He is proficient in Java, Python, C++, and various databases and has been involved in the architecture design of multiple systems serving millions of users.

6G无线网络空口关键技术

Key Technologies of 6G Wireless Network Air Interface



作者: 袁弋非 黄宇红 丁海煜 崔春风 王启星
 Author: YUAN Gefei, HUANG Yuhong, DING Haiyu, CUI Chunfeng, WANG Qixing
 ISBN: 9787302644620
 Publication Date: 12/1/2023
 Page Count: 260

About the Book:

Starting from the future application scenarios of mobile communications, this book analyzes the performance requirements and spectrum resources of 6G, combined with the network topology of wireless access networks, provides a comprehensive description of the basic functions of the wireless physical layer, including mobility management, wireless transmission, wireless positioning, and more. Building on the foundation of fourth and fifth-generation air interface technologies, it naturally transitions to 6G. The book delves into potential key technologies of 6G wireless networks in three major technical areas: coded multiple access waveform class, multi-antenna spatial domain class, and high-frequency deployment class.

About Author:

YUAN Gefei, a Chief Expert at China Mobile Research Institute, is extensively involved in research on key technologies of mobile communication air interface and international standardization advancement.

HUANG Yuhong, M.S., is a Senior Engineer, Professor-level Researcher and Director of China Mobile Research Institute. He has been responsible for significant work in areas such as GSM, WLAN, 3G, 4G, and 5G.

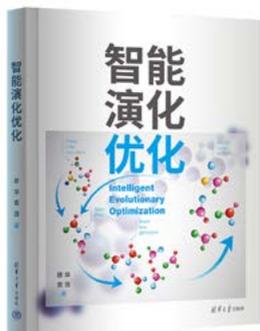
DING Haiyu, M.S., Senior Engineer, Vice President of China Mobile Research Institute. He specializes in mobile communications, served as the main contributor to major national projects like TD-LTE scale experiments.

CUI Chunfeng is the Director of Future Research Institute at China Mobile Research Institute. With a background in communication engineering, he has long been engaged in research on new wireless communication network technologies.

WANG Qixing is the Vice Director of Future Research Institute at China Mobile Research Institute. He has been involved in cutting-edge technology research and international standardization efforts for 4G, 5G, and 6G.

智能演化优化

Intelligent Evolutionary Optimization



作者：徐华、袁源

Author: XU Hua, YUAN Yuan

ISBN: 9787302654995

Publication Date: 2/1/2024

Page Count: 360

About the Book:

The first part of this book focuses on methods that address scientific questions like how to balance convergence and diversity in the objective space, how to balance exploration and exploitation in the decision space, and how to effectively reduce dimensions. It presents a systematic study in this regard. Additionally, concerning the typical NP-hard engineering optimization problem of Flexible Job-shop Scheduling Problem (FJSP), this book explores solutions based on evolutionary optimization. It delves into the hybrid harmony search (HHS) method for single-objective optimization problems, the integrated search method combining hybrid harmony search and large neighborhood search (HHS/LNS) for high-dimensional single-objective optimization, and the memetic evolution method based on decomposing target importance for multi-objective optimization. Remarkable results have been achieved on multiple benchmark datasets.

About Author:

Dr. XU Hua, received his Ph.D. from the Department of Computer Science at Tsinghua University in 2003. He currently serves as a tenured Associate Professor and Doctoral Supervisor in the Department of Computer Science at Tsinghua University. His research interests include multimodal intelligent information processing, intelligent optimization, and the control of fusion robot intelligence. Dr. XU is the founding editor-in-chief of the open-access journal *Intelligent Systems with Applications* by Elsevier and serves as an associate editor for the prestigious journal *Expert Systems with Applications*.

大数据视域下的人类行为内生动力研究

Endogenous Power of Human Behavior, in Big Data Perspective



作者: 刘风华、赵旭敏、余韦、李晓明、朱梦丽
Author: LIU Fenghua, ZHAO Xumin, YU Wei, LI Xiaoming, ZHU Mengli
ISBN: 9787302659570
Publication Date: 4/1/2024
Page Count: 204

About the Book:

Complex social systems are driven by human will and actions, with numerous typical complex systems directly or indirectly related to human interactions. With the increasing accumulation of electronic footprints and big data, exploring the complexity of social security emerging from human interactions and endogenous forces has become paramount. By investigating the endogenous drivers hidden behind many complex socio-economic phenomena, this research explores the causes of large-scale financial market disruptions that traditional economics cannot effectively explain. Through quantitative statistics of a vast number of individual and group behaviors, studying the intrinsic dynamic complexity manifested in time and space, this research aims to unveil the statistical regularities hidden in intelligent transportation systems.

A deep concern for the intrinsic dynamics of human behavior within these complex social systems forms the core motivation behind this work. Leveraging the concepts of complex systems and metaphors to represent the inherent properties of social systems, this book attempts to characterize the evolution of social systems through the lens of human behavior endogenous forces using big data technology. It examines the hidden endogenous forces within complex social systems from the perspectives of public safety, intelligent transportation, and behavioral economics. Based on the researched issues, fundamental assumptions are proposed, theoretical models are established to explore the mechanisms underlying these regularities and their potential dynamical impacts.

About Author:

LIU Fenghua holds a Master's degree in Engineering from Xi'an Jiaotong University. She holds the title of Associate Professor and has 20 years of teaching experience. Her primary research area is focused on Big Data Mining and Analysis. LIU has led five research projects at municipal level or higher, possesses three software copyrights as the first applicant, and has authored two textbooks.

自动驾驶系统开发

Development of Automomous Driving Systems



作者：黄浴、杨子江

Author: HUANG Yu, YANG Zijiang

ISBN: 9787302658603

Publication Date: 5/1/2024

Page Count: 596

About the Book:

This book offers a systematic overview of the cutting-edge technological theories in the field of autonomous driving. Starting with the foundational knowledge of autonomous driving, it delves deeply into discussions on software and hardware platforms, perception, mapping, localization, planning decision-making, control, simulation, and safety aspects. It also explores the applications of automated parking systems and vehicle-to-vehicle communication technologies.

About Author:

HUANG Yu, formerly served as the Chief Scientist of Intelligent Driving Computing Platform at SAIC Z-one Technology and the Chief Scientist and President of Research and Innovation at Qidian Automotive USA. He has worked for many years at Baidu USA, Intel Corporation, Huawei USA, Samsung USA, among others.

YANG Zijiang, Founder of Synkrotron, Professor at Xi'an Jiaotong University, and Director of the Turing Research Center for Interdisciplinary Information Science.

车规级芯片技术

Automotive-Grade Semiconductor Technology



作者: 姜克、吴华强、黄晋、何虎
Author: JIANG Ke, WU Huaqiang, HUANG Jin, HE Hu
ISBN: 9787302643333
Publication Date: 1/1/2024
Page Count: 500

About the Book:

China is the largest market for automotive-grade chips, but the vast majority of these chips need to be imported. Automotive-grade chips have high requirements for product reliability, consistency, safety, stability, and durability, leading to increased industry barriers in terms of funding, technology, and talent. This book starts from the perspective of automotive electronics, introducing automotive electronics and chips, reliability requirements for automotive electronics, automotive-grade chip standards, etc. It then focuses on automotive-grade chip design, covering topics such as chip design fundamentals, functional safety design of automotive-grade chips, chip reliability issues, reliability design of automotive-grade chips, chip processing and manufacturing, reliability production management of automotive-grade chips, and system testing and certification of automotive-grade chips.

About Author:

Dr. JIANG Ke, CEO of Hongge Semiconductor Equipment (Shanghai) Co., Ltd., former Vice President of China Design Center and General Manager of Ansys.Inc, and now serves as a Visiting Professor at Tsinghua University.

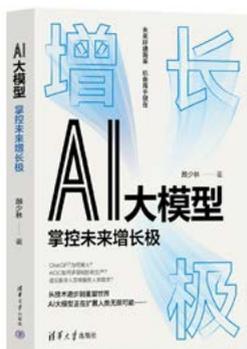
Dr. WU Huaqiang, Dean and Professor at the School of Integrated Circuits at Tsinghua University, recipient of the National Outstanding Youth Science Fund. He has published over 200 papers in top journals and international conferences.

Dr. HUANG Jin, Associate Director of the Key Laboratory of Automotive Safety and Energy at Tsinghua University's School of Vehicle and Mobility, recipient of the National Excellent Youth Science Fund.

Dr. HE Hu, Associate Director and Associate Professor at the International Innovation Center of Tsinghua University, Shanghai.

AI大模型

AI Big Models



作者：颜少林

Author: YAN Shaolin

ISBN: 9787302653073

Publication Date: 10/1/2023

Page Count: 176

About the Book:

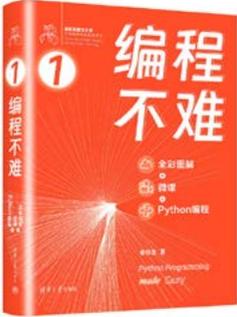
This book explores the origins of AI, where it is leading humanity, and the impacts it may have on society, nations, industries, and individuals. Using simple language and everyday examples, it explains some complex concepts related to deep learning, neural networks, and AI big models. It includes the author's notes and insights, reflecting their learning journey. The book also discusses the potential applications of AI big models in education, healthcare, industry, and their implications for human and societal development. By reading this book, you can grasp the history of AI, the technical principles of big models, and some potential issues with current big models. It aims to help you understand AI big models and gain inspiration and enjoyment from reading it.

About Author:

YAN Shaolin, a graduate of the School of Software Engineering, Tsinghua University, has been involved in the development of several mini-program applications. He possesses in-depth knowledge and research on ChatGPT and is currently primarily engaged in AIGC research. His offline training courses on children's programming (LEGO+Scratch+VEX) have received consistent praise and positive feedback from children and parents alike.

编程不难（全彩图解+微课+Python编程）

Programming Made Easy: Full-Color Illustrations + Micro-Lessons + Python Programming



作者：姜伟生

Author: JIANG Weisheng

ISBN: 9787302660330

Publication Date: 5/1/2024

Page Count: 684

About the Book:

This book is the first volume in the *Iris Series: Visualize Math -- From Arithmetic Basics to Machine Learning* and also the first volume in the Programming section. It focuses on introducing how to start learning Python programming from scratch. While the book primarily covers Python programming, it doesn't neglect mathematics. It attempts to avoid explaining mathematical concepts and formulas as much as possible, instead using graphics and almost conversational language to describe the common mathematical ideas behind program design, data analysis, and machine learning. This book is divided into eight main sections: Introduction, Syntax, Graphics, Arrays, Data, Mathematics, Machine Learning, Applications, totaling 36 chapters with a wide range of content. It spans from basic Python programming syntax to fundamental visualization tools, various data manipulation tools, introduces various complex mathematical operations commonly implemented in Python, delves into data analysis and machine learning, and even explains how to build applications. It provides code examples and explanations, along with exercises, and each chapter comes with accompanying Jupyter Notebook code files.

About Author:

Dr. JIANG Weisheng, financial risk manager, is a diligent problem solver from a small town who has a passion for knowledge visualization and open-source sharing. Since August 2022, he has been sharing Iris Series learning resources on GitHub. By May 2024, he has already shared over 5000 pages of PDFs, over 5000 vector graphics, and approximately 3000 code files. With tens of thousands of readers globally, he ranks among the top 140 on GitHub.

控制之美（卷2）——最优化控制MPC与卡尔曼滤波器

Beauty of Control systems - Optimal Control, Model Predictive Control and Kalman Filter



作者：王天威、黄军魁

Author: WANG Tianwei, HUANG Junkui

ISBN: 9787302642428

Publication Date: 9/1/2023

Page Count: 180

About the Book:

This book is the second volume of the Beauty of Control series, which focuses on topics related to control theory and optimal control, including optimal control, model predictive control (MPC), and currently popular control methods such as Kalman filters.

About Author:

Dr. Wang Tianwei, also known as DR_CAN online, holds a Ph.D. in Mechanical Engineering from Clemson University in the United States, specializing in Dynamic Systems and Control Theory. He graduated in 2016 and has authored several SCI publications during his doctoral studies. Dr. Wang has served as a reviewer for various SCI journals, conferences, and national funding projects. Since 2017, he has been creating video courses related to control theory on Bilibili, covering undergraduate and graduate-level courses in control engineering. His courses encompass topics such as Modern Control Theory, Classical Control Theory, Nonlinear Control Theory, and Modeling and Analysis of Dynamic Systems.

现代类型论的发展与应用

Modern Type Theories: Their Development and Applications



作者: [英] 罗朝晖

Author: LUO Zhaohui

ISBN: 9787302660354

Publication Date: 4/1/2024

Page Count: 224

About the Book:

This book is a monograph on modern type theory. Similar to set theory, modern type theory serves as a foundational language in mathematics and various other fields. As a pioneer in many important studies of modern type theory, the author introduces modern type theory (and its metatheory) and provides an accessible discussion of application areas based on modern type theory, such as natural language semantics and computer-assisted reasoning.

As a foundational language, modern type theory offers rich descriptive mechanisms while being easy to understand and implement, thereby possessing several advantages over set theory. These advantages are demonstrated in practical applications. For instance, the book delves into the study of natural language semantics based on modern type theory as an example to deepen the readers' understanding. The book also presents the application of interactive proof techniques based on modern type theory in mathematical formalization, computer program verification, and natural language reasoning, further showcasing the advantages of using modern type theory as a foundational language.

About Author:

LUO Zhaohui, currently a Professor in the Department of Computer Science at Royal Holloway, University of London, has dedicated his life to the study of modern type theory and its applications. He is one of the academic leaders in this field and has achieved outstanding research results.

数字内容风控与智能机制设计

Risk Control and Intelligent Mechanism Design for Digital Content



作者：戎文晋

Author: RONG Wenjin

ISBN: 9787302655428

Publication Date: 4/1/2024

Page Count: 336

About the Book:

This book focuses on how to identify and manage harmful risk content within digital content. Based on internet technology and algorithm theory, integrating game analysis focusing on strategic interactions, the book provides a clear and in-depth introduction to the background, objectives, pathways, and measurement methods of digital content ecosystem governance.

The book attempts to discuss the following questions with readers: 1) What complex content ecosystems do internet platforms face? What are the harms of this harmful content to society and the platforms themselves? What efforts have society and internet platforms made in response? 2) How are content risk control mechanisms constructed? How is the platform concept of freedom with responsibility implemented within them? 3) How do strategic interactions between various stakeholders influence the establishment of risk control mechanisms? And how can a practical path be found for implementation? 4) How are content risk control mechanisms gradually established and evolved at different developmental stages? What is the necessity of establishing a risk control platform? How can intelligent risk control strategies be combined with distribution strategies to generate greater utility?

About Author:

RONG Wenjin, a Ph.D. in Economics, currently serves as the Vice President of Beijing Henry Automobile Technology Co., Ltd. and General Manager of its Sales Department. He previously worked as a lecturer at Taiyuan University of Technology for 8 years and as a product designer and architect at Baidu for 13 years.

量子计算理论基础

Theoretical Foundation of Quantum Computing



作者：邱道文

Author: QIU Daowen

ISBN: 9787302632535

Publication Date: 7/1/2023

Page Count: 284

About the Book:

This book introduces the basic knowledge and research results of quantum computing theory. The main contents include the development history and current status of quantum computing, the basic concepts of quantum computing, the basic knowledge of linear algebra, the quantum cryptography and communication protocols, the quantum computing model, the quantum algorithm and hidden subgroup algorithm, the basic knowledge and methods of quantum computing complexity, and the basic concepts and methods of quantum error-correcting codes.

About Author:

QIU Daowen, a professor at the School of Computer Science, Sun Yat-sen University. His main research area is quantum computing and quantum information. Since 1999, he has achieved a series of significant results in quantum computing models, quantum query algorithms, quantum distributed algorithms, semi-quantum key distribution, incompleteness problems in quantum information, quantum automata, and quantum discrete event systems.

5G通信系统

5G Communication Systems



作者：栾英姿 张阳 尚渭萍 林林

Author: LUAN Yingzi, ZHANG Yang, SHANG Weiping, LIN Lin

ISBN: 9787302628446

Publication Date: 10/1/2023

Page Count: 420

About the Book:

This book systematically introduces the new technologies and characteristics emerging in 5G communication systems. Different from traditional communication systems that focus on analog and digital analysis methods, design principles, and hardware implementations, this book emphasizes key technologies in the new era such as cloud computing, spatial-temporal wireless channels, and multi-carrier modulation. It is suitable for undergraduate students majoring in electronic information, computer science, and automatic control, and can also serve as a teaching reference for lower-level graduate students.

About Author:

Dr. LUAN Yingzi is an Associate Professor and Master's Supervisor at Xidian University. She has participated in the National Natural Science Foundation project "Research on High-speed Access Technology of High-speed Wireless Networks," received the first prize of Shaanxi Provincial Science and Technology Progress Award in 2005, ranking sixth, and won the Excellent Supervising Teacher Award in the 2019 National Cryptography Competition. She teaches undergraduate courses such as Introduction to Information Security and Engineering Overview, as well as graduate courses like Human-Computer Interaction and Mobile Communication Design and Spatial-Temporal Wireless Channels. With a long-term focus on research and teaching in key communication and information system technologies, she has published over 20 high-level academic papers and authored four monographs.

数字化转型认知与实践

Digital Transformation: Cognition and Practice



作者：雷万云、韩向东

Author: LEI Wanyun, HAN Xiangdong

ISBN: 9787302641537

Publication Date: 8/1/2023

Page Count: 340

About the Book:

The main contents of this book include the framework of digital economy, basic concepts, technical systems, strategies and methods, application cases and development trends of digital transformation. In addition, the author also elaborates the realization path of digital transformation, the application cases of cloud-based digital platforms, the development trend of digital transformation, as well as the meta-universe and its development trend.

About Author:

Dr. LEI Wanyun is a professor-level senior engineer who graduated from the University of Electronic Science and Technology of China, Xi'an Jiaotong University, and Northwestern Polytechnical University, obtaining bachelor's, master's, and doctoral degrees in the field of electronic information science and technology. He also studied and worked for 2 years at the German Institute of Technology Physics Research.

HAN Xiangdong is the President of Beijing Yuannian Technology Co., Ltd. He is a financial management accounting consulting expert at the Ministry of Finance, Deputy Director of the Informationization Professional Committee of the Accounting Society of China, Joint Dean of the Intelligence Finance Research Institute of Shanghai National Accounting Institute, and Special Editor-in-Chief of the journal Management Accounting Research. Additionally, he serves as an external mentor at multiple universities. He has been the chief editor and contributor to best-selling books like *Enterprise Digital Transformation: A Practical Guide to Technology-driven Business-Finance Integration*.

智能群体博弈

Game Theory of Intelligent Group



作者：张春燕、谢广明

Author: ZHANG Chunyan, XIE Guangming

ISBN: 9787302651901

Publication Date: 2/1/2024

Page Count: 160

About the Book:

The book aims at providing an overview of the current status, development trends, and important applications of game theory of intelligent group in adversarial and cooperative scenarios. It aims to provide readers with theoretical references for interdisciplinary research and technological development in the fields of artificial intelligence, evolutionary games, cluster systems, etc. The book consists of 9 chapters, featuring content such as an overview of evolutionary game theory fundamentals, task allocation issues, the impact of lazy individuals on the dynamics of task allocation games, the influence of loners on the dynamics of public goods games within groups, the effect of punishers on group game dynamics, the role of strategy diversity in the evolution of public goods cooperation, the impact of chance encounters on the dynamics of the Prisoner's Dilemma game, the influence of the size of social circles on spatial game dynamics, and the effects of guilt in group game dynamics among other technological frontiers. The content of this book covers interdisciplinary subjects such as social psychology, game theory, computer simulation, and dynamic analysis.

About Author:

ZHANG Chunyan is an Associate Professor and Ph.D. supervisor at Nankai University. She obtained her doctoral degree from Peking University in 2013 under the guidance of Professor Xie Guangming. From 2013 to 2014, she conducted postdoctoral research at the University of Groningen in the Netherlands. Her main research areas include evolutionary game theory, group intelligence theory, and application

深度学习——从算法本质、系统工程到产业实践

Deep Learning - From the Essence of Algorithm, System Engineering to Industrial Practice



作者：王书浩、徐罡

Author: WANG Shuhao, Xu Gang

ISBN: 9787302657491

Publication Date: 4/1/2024

Page Count: 368

About the Book:

This book dives into the fundamentals of deep learning, engineering practices, and its practical deployment and usage in various industries. It introduces the theory behind deep learning along with detailed explanations of classic Convolutional Neural Networks, Recurrent Neural Networks, Transformer networks using self-attention mechanisms, and their variations through code demonstrations. The book explores how these models are applied in fields like image classification, object detection, semantic segmentation, fraud detection, speech recognition, and more. Moreover, it delves into the cutting-edge progress of deep reinforcement learning and Generative Adversarial Networks. In terms of system engineering and industry applications, the book discusses how to utilize distributed systems for training and deploying models to handle vast amounts of data. It provides a systematic guide on constructing deep learning inference systems and breaks down the engineering considerations needed for distributed deep learning inference systems using code examples.

About Author:

WANG Shuhao, a Ph.D. graduate from Tsinghua University and a postdoctoral researcher at the Institute for Interdisciplinary Information Sciences at Tsinghua University, is currently the co-founder and Chief Technology Officer of Thorough Future. He has previously worked in data science and artificial intelligence research at Baidu, NovuMind, and JD.com, holding over 20 national invention patents.

Xu Gang, a Ph.D. graduate from Tsinghua University, is currently serving as a junior researcher at the Multiscale Research Institute for Complex Systems at Fudan University. He proposed the weakly supervised framework CAMEL and established frameworks for protein folding and docking using the TensorFlow deep learning framework.

深度强化学习原理与实践

Principles and Practice of Deep Reinforcement Learning



作者：陈喆

Author: CHEN Zhe

ISBN: 9787302660705

Publication Date: 5/1/2024

Page Count: 240

About the Book:

This book strives to explain selected methods in deep learning, reinforcement learning, and deep reinforcement learning from a principled perspective. Through a series of progressively designed original experiments, readers are guided to independently program and implement these methods. The aim is to provide readers with a solid foundation in mastering deep reinforcement learning and applying these methods to solve real-world problems. The book is suitable not only for advanced undergraduate and graduate students majoring in Computer Science and Technology, Artificial Intelligence, Internet of Things Engineering, Data Science and Big Data, Software Engineering, Communications Engineering, Electronic Information, Robotics Engineering, Automation, Intelligent Manufacturing, and related fields for teaching and self-study, but also for practitioners and researchers in machine learning and enthusiasts for self-study and reference purposes.

About Author:

CHEN Zhe holds a Ph.D. from Tennessee Tech University in the United States. After completing his master's degree in 2003, he worked in companies such as UT Starcom and STMicroelectronics for several years. Upon earning his Ph.D. in 2011, he served as an Associate Professor and Master's Supervisor in the Internet of Things Engineering program at Northeastern University. His main research areas include wireless communication for the Internet of Things, machine learning, cognitive radio, etc.

艾博士：深入浅出人工智能

Dr. Ai: A Beginner's Guide to Artificial Intelligence



作者：马少平

Author: MA Shaoping

ISBN: 9787302646969

Publication Date: 10/1/2023

Page Count: 472

About the Book:

This book serves as an introductory guide to artificial intelligence for novices. It employs straightforward language to elucidate fundamental concepts, developmental history, and primary methodologies of artificial intelligence. The text encompasses essential AI techniques, such as the definition of AI, implementations of neural networks (deep learning), computer learning in chess, optimal path findings, solving combinatorial optimization problems through random methods, statistical learning methods for classification and clustering, and the implementation of expert systems. Each technique is accompanied by illustrative problems with comprehensive solutions, aiding readers in comprehending and mastering the algorithms to tackle real-world issues effectively.

About Author:

MA Shaoping is a tenured professor at the Department of Computer Science, Tsinghua University. Holding the Bosch Endowed Professorship for Knowledge Representation and Reasoning, he also serves as the Executive Vice President of the Tiangong Institute for Intelligent Computing. Furthermore, Ma is the Vice Director of the Chinese Association for Artificial Intelligence and the Vice Chairman of the Chinese Information Processing Society of China. His primary research focuses on intelligent information processing, information retrieval, recommendation systems, among other areas.

人工智能及其应用

Artificial Intelligence and Its Application



作者: 蔡自兴、刘丽珏、蔡竞峰、陈白帆
Author: CAI Zixing, LIU Liyu, CAI Jingfeng, CHEN Baifan
ISBN: 9787302556817
Publication Date: 8/1/2020
Page Count: 432

About the Book:

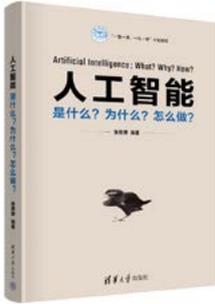
This book consists of 8 chapters. Chapter 1 describes the definition, origin, and development of artificial intelligence, provides an overview of cognitive perspectives from various AI schools of thought, and lists research and application areas within the field. Chapters 2 and 3 primarily delve into traditional AI's knowledge representation methods and search reasoning techniques. Chapter 4 elucidates fundamental knowledge of computational intelligence, including neural computation, fuzzy computation, evolutionary computation, artificial life, particle swarm optimization, ant colony optimization, and more. Chapters 5 to 8 discuss major application areas of artificial intelligence, such as expert systems, machine learning, automated planning, natural language understanding, and beyond. In comparison to the 5th edition, many topics are introduced for the first time, like core AI technologies, ontology-based knowledge representation, a variety of bio-inspired algorithms, new types of expert systems, speech recognition, corpus linguistics, and deep learning.

About Author:

CAI Zixing is an IEEE Fellow and IEEE Life Fellow, academician of the International Academy of Navigation and Motion Control, CAAI Fellow, AAIA Follow, academician of the New York Academy of Sciences, United Nations Expert (UNIDO), Professor and Doctoral Supervisor of the School of Information Science and Engineering at Central South University, China, and Chief Scientist of Hunan ZIXING Academy of Artificial Intelligence.

人工智能：是什么？为什么？怎么做？

Artificial Intelligence: What? Why? How?



作者：张恩德

Author: ZHANG Ende

ISBN: 9787302654476

Publication Date: 3/1/2024

Page Count: 476

About the Book:

This book introduces the ideas and classic techniques that have emerged during the development of artificial intelligence. The book comprises 12 chapters, which can be broadly divided into 4 parts: The first part (Chapters 1-3) covers foundational knowledge, providing a simple introduction to the history and current state of AI (Chapter 1), data encoding techniques (Chapter 2), and mathematical knowledge required for AI (Chapter 3); The second part (Chapters 4-7) focuses on classic artificial intelligence, primarily introducing classical AI algorithms (Chapter 4), computer gaming (Chapter 5), logic and knowledge (Chapter 6), and intelligent agent robot technology (Chapter 7); The third part (Chapters 8-10) delves into machine learning techniques, mainly focusing on regression algorithms (Chapter 8), classification algorithms (Chapter 9), and typical unsupervised learning algorithms (Chapter 10); The fourth part (Chapters 11-12) primarily covers the concept of neural networks (Chapter 11) and deep learning techniques (Chapter 12).

About Author:

ZHANG Ende is currently employed at the School of Computer Science and Engineering, Northeastern University. He is an Associate Professor in the field of artificial intelligence, primarily engaged in research related to data analysis, social networks, and machine learning.

实战知识图谱

A Guide to Knowledge Graphs



作者: 邓劲生 宋省身 刘娟

Author: DENG Jinsheng, SONG Xingshen, LIU Juan

ISBN: 9787302652618

Publication Date: 1/1/2024

Page Count: 240

About the Book:

This book serves as a practical guide for delving into the world of knowledge graphs. It presents projects across diverse industries like enterprise information, healthcare, banking, personal relationships, entity linking, scientific literature, social media analysis, legal search, judicial documents, government communications, and news recommendations. Readers will receive a comprehensive introduction to constructing and applying knowledge graphs, touching upon various technologies related to knowledge representation, acquisition, storage, and application. Highlighting implementation methods involving deep learning, natural language processing, alongside visualization applications, this text caters to students in computer science, software engineering, artificial intelligence, and related disciplines. Moreover, it's a valuable resource for professionals and researchers utilizing knowledge graph technologies.

About Author:

DENG Jinsheng, a researcher at the College of Advanced Interdisciplinary Studies, National University of Defense Technology, focuses on big data, artificial intelligence, and intelligence science. He has overseen numerous national and provincial research projects and received awards for scientific achievements and teaching excellence. DENG is the author of several books and translations, contributing significantly to the field.

机器学习

Machine Learning



作者: 肖汉光 夏清玲 主编 黄同愿 刘智 李艳梅
王海琨 邹洋杨 姜彬 副主编

Author: Editors-In-Chief: XIAO Hanguang,
XIA Qingling; Associate Editors: HUANG
Tongyuan, LIU Zhi, LI Yanmei, WANG
Haikun, ZOU Yangyang, JIANG Bin

ISBN: 9787302627296

Publication Date: 7/1/2023

Page Count: 292

About the Book:

This book introduces the theory, model and algorithm implementation of machine learning, including the construction of machine learning experiment environment, data cleaning, model evaluation, classification and regression of supervised learning, clustering and dimensionality reduction of unsupervised learning and other underlying algorithms. This book covers K-nearest neighbor algorithms, decision trees, supporting vector machines, BP neural networks, convolutional neural networks, recurrent neural networks, ensemble learning, K means clustering, fuzzy clustering, principal and independent component analysis, etc.

About Author:

XIAO Hanguang is a Professor at the School of Artificial Intelligence, Chongqing University of Technology, and also serves as the Director of the Department of Intelligent Science and Technology. He holds a doctoral degree in engineering and has been a visiting scholar at Macquarie University in Australia and the National University of Singapore.

XIA Qingling, is a Lecturer at the School of Artificial Intelligence, Chongqing University of Technology, and a doctoral student.

移动机器人原理与应用（基于ROS操作系统）

Principle and Application of Mobile Robot (Based on ROS Operating System)



作者：何顶新、刘智伟、胡春旭、顾强
Author: HE Dingxin, LIU Zhiwei, HU Chunxu,
GU Qiang
ISBN: 9787302641278
Publication Date: 11/1/2023
Page Count: 268

About the Book:

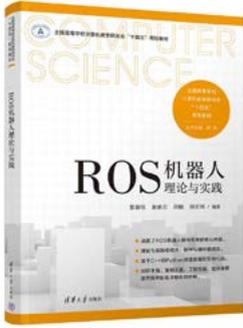
This book mainly focuses on mobile robots. First, it introduces the basic principles and development methods of ROS, and then explains the control principles and sensor applications of intelligent mobile robots. Next, it describes the development methods of core applications such as robot vision processing, map building navigation, and voice interaction through abundant cases. Finally, it provides the mobile robot developers with comprehensive practices under the automatic driving scenarios to improve their development ability.

About Author:

HE Ding, a Professor at the School of Artificial Intelligence and Automation, Huazhong University of Science and Technology. He serves as the Director of the experimental center and Doctoral Supervisor. He is also an award-winning teacher at Huazhong University of Science and Technology, specializing in research and teaching in robot control for a long time.

ROS机器人理论与实践

ROS Robot Theory and Practice



作者：张新钰、赵虚左、邱楠、郭世纯

Author: ZHANG Xinyu, ZHAO Xuzuo, QIU Nan,
GUO Shichun

ISBN: 9787302631026

Publication Date: 5/1/2023

Page Count: 376

About the Book:

This book aims at the beginners of ROS robot operating system, and introduces the robot operating system step by step with the main method of combining theory and practice, so as to help the readers who are interested in robot development to easily and quickly use ROS. The main content includes the basic knowledge of ROS robot operating system, communication mechanism, operation management, robot system simulation, physical robot design, robot navigation, and ROS advanced content.

About Author:

ZHANG Xinyu, a teacher at the Institute of Intelligent Mobility in the School of Vehicle and Mobility, Tsinghua University.

量子人工智能

Quantum AI



作者：金贤敏、胡俊杰

Author: JIN Xianmin, HU Junjie

ISBN: 9787302619192

Publication Date: 6/1/2023

Page Count: 268

About the Book:

This main contents of this book includes the development processes of quantum computers and the basics of quantum computing programming, various deep learning methods and ways to construct quantum-inspired algorithms on these algorithm logics, feasible evaluation methods for different quantum algorithms and the operationalization of quantum neural networks based on Torch.Script, and possible quantum enhancements by incorporating quantum algorithms into the native PyTorch environment of deep learning.

About Author:

JIN Xianmin, is a tenured Professor at Shanghai Jiao Tong University, a Doctoral Supervisor, and the Director of the Center for Integrated Quantum Information Technology. He has received the Shanghai Youth Science and Technology Talent Award, the National Excellent Doctoral Thesis Award, and the Chinese Academy of Sciences Excellent Doctoral Thesis Award. He is also a leading figure in the State Key Laboratory of Advanced Optical Communication Systems and Networks.

HU Junjie currently works at the Center for Integrated Quantum Information Technology at Shanghai Jiao Tong University, focusing on quantum simulation and quantum machine learning on the laboratory photon chip platform. He graduated from the University of Chinese Academy of Sciences with a Ph.D. in the intersection of machine learning and material simulation.

面向共融机器人的自然交互——命名实体识别与关系抽取

Natural Interaction for Inclusive Robots - Named Entity Recognition and Relation Extraction



作者：徐华、高凯

Author: XU Hua, GAO Kai

ISBN: 9787302638322

Publication Date: 9/1/2023

Page Count: 200

About the Book:

Inclusive robots are capable of natural interaction with the working environment, people, and other robots, autonomously adapting to complex dynamic environments and collaborating in operations. The sensitive and considerate natural interaction is one of the research hotspots for inclusive service robots, and there is an urgent need in the industry for inclusive robots to possess the ability to understand complex semantic information. This book is based on the field of information and knowledge extraction using deep learning methods. Starting from learning text representations, it systematically introduces methods for acquiring named entities and entity relationships in real-world knowledge information and delves into achieving robust entity relationship analysis in open domains.

About Author:

Dr. XU Hua, received his Ph.D. from the Department of Computer Science at Tsinghua University in 2003. He currently serves as a tenured Associate Professor and Doctoral Supervisor in the Department of Computer Science at Tsinghua University. His research interests include multimodal intelligent information processing, intelligent optimization, and the control of fusion robot intelligence. Dr. XU is the founding editor-in-chief of the open-access journal *Intelligent Systems with Applications* by Elsevier and serves as an associate editor for the prestigious journal *Expert Systems with Applications*.

Unreal Engine 5与二维游戏设计

Unreal Engine 5 and 2D Game Design



作者：林华 主编、钟景浩 副主编

Author: LIN Hua (Editor-in-Chief), ZHONG Jinghao (Associate Editor)

ISBN: 9787302660323

Publication Date: 4/1/2024

Page Count: 368

About the Book:

This book mainly focuses on developing 2D games using UE5 (Unreal Engine 5) and covers all the technical knowledge required to create 2D content with UE5. The content of the book includes fundamental knowledge needed for developing 2D games with UE5 (Chapters 1-6), covering UE5 installation, project structure analysis, interface layout, as well as specific settings for 2D projects. It also includes examples of 2D game projects (Chapters 7-9), each presenting a complete 2D game, gradually introducing various technical aspects of 2D content creation. The final Chapter 10 discusses creating 2D interactive art pieces and non-game interactive content using UE5. The examples in the book come with accompanying resources and source code.

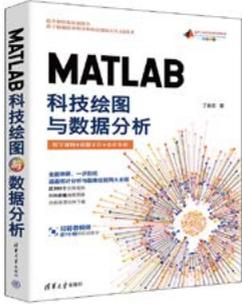
About Author:

LIN Hua is a Professor at Tsinghua University and the first Ph.D. in Chinese art and design. He has served as a Visiting Professor at 18 universities, including the Chinese National Academy of Arts. He is a member of the China Artists Association and serves as a Director of the China Society of Image and Graphics, a Standing Director of Beijing Society of Image and Graphics.

ZHONG Jinghao has over 20 years of technical background and industry experience, currently working as a Unreal Engine technical expert at a gaming company. His primary research focus involves integrating Unreal Engine with Houdini to create procedurally generated open-world games.

MATLAB科技绘图与数据分析

MATLAB Technical Plotting and Data Analysis



作者: 丁金滨

Author: DING Jinbin

ISBN: 9787302661849

Publication Date: 5/1/2024

Page Count: 360

About the Book:

This book combines the author's years of experience in data analysis and scientific plotting to provide a detailed explanation of how MATLAB is used in creating technical charts and analyzing data. The book is divided into three parts comprising 12 chapters. Part 1 (Chapters 1-3) primarily covers the basics of MATLAB, including its operating environment, file operations, and program design. Part 2 (Chapters 4-8) delves into MATLAB's data visualization capabilities, explaining details about figure windows, 2D plotting, 3D plotting, professional plotting, handle graphics objects, and other aspects of technical plotting. Part 3 (Chapters 9-12) focuses on descriptive data analysis, interpolation and fitting, regression analysis, optimization problem solving, and more.

About Author:

DING Jinbin graduated from Beihang University and currently works at the Chinese Academy of Sciences as a senior engineer, engaging in research for nearly twenty years. He is involved in national key science and technology projects and is proficient in various engineering applications and data analysis software. He has received honors such as national patent awards, Beijing municipal patent awards, and the Chinese Academy of Sciences' outstanding achievements award for technology transfer.

Midjourney 人工智能绘画从入门到精通

Midjourney AI Drawing: From Beginner to Master



作者：盛少

Author: SHENG Shao

ISBN: 9787302645733

Publication Date: 9/1/2023

Page Count: 244

About the Book:

This book provides a systematic explanation of how to utilize the outstanding AI drawing tool, Midjourney. From beginners to professionals, it comprehensively explores the theoretical foundations and practical applications of Midjourney in areas such as hobbies, artistic creation, and commercial use through an approachable method. Regardless of the reader's background, this book offers a pathway for transforming ideas into artistic images using Midjourney. The majority of illustrations used in this book are generated by Midjourney, showcasing not only the powerful functionality of the tool but also providing readers with rich examples and references to make the learning process more intuitive and concrete. Through these captivating illustrations, readers can gain a deep understanding of how to create diverse works using Midjourney, including photography art, logo design, game animation, movie stills, and more.

About Author:

SHENG Shao is an AI design consultant, tech entrepreneur, and seasoned designer specializing in integrating AI and UX design, AIGC tool application, and video animation production. As the founder of the public account "Qitian Dasheng," he has been involved in developing the big data product, which received several prestigious industry awards in 2021, including the JD Track Outstanding Award at the Beijing Maker Competition.

从零开始大模型开发与微调：基于PyTorch与ChatGLM

Big Model Development and Fine-Tuning from Scratch



作者：王晓华

Author: WANG Xiaohua

ISBN: 9787302647072

Publication Date: 11/1/2023

Page Count: 376

About the Book:

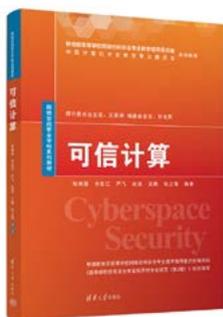
Big model is a key point of deep learning and natural language processing, and also one of the most important directions in current AI and NLP research and industry. With PyTorch 2.0 as the basic framework and ChatGLM as the basic reference, this book covers the basic theory, algorithm, program implementation, application practice and fine-tuning technology of big models, so as to reveal the development technology of big models for readers.

About Author:

WANG Xiaohua, a Lecturer in computer science at a university, specializes in cloud computing, big data, and artificial intelligence. He is the author of translated works such as *Learning Deep Learning from Scratch with PyTorch 2.0*, *Hands-On Python Machine Learning and Visualization Analysis*, and *Learning Deep Learning from Scratch with Google JAX*.

可信计算

Trusted Computing



作者：张焕国、余发江、严飞、赵波、王鹃、张立强
Author: ZHANG Huanguo, YU Fajiang, ZHAO Bo,
WANG Juan, ZHANG Liqiang
ISBN: 9787302639046
Publication Date: 8/1/2023
Page Count: 352

About the Book:

This book comprehensively introduces trusted computing technologies both domestically and internationally, with a specific focus on China's trusted computing technology and achievements. The book is divided into three parts with 12 chapters. Part one, "Foundations of Trusted Computing", includes one chapter covering the concept of trusted computing, the development of trusted computing globally and in China, and an overview of key trusted computing technologies. Part two, "Key Technologies of Trusted Computing", consists of six chapters that introduce trusted platform modules, trust measurement techniques, trusted software stacks, trusted PCs, remote attestation, trusted network connections, and more. Part three, "New Technologies in Trusted Computing", comprises five chapters that discuss trusted embedded systems, key technologies in trustworthy cloud computing infrastructure, software dynamic protection and measurement techniques, trusted execution environments, and reflections on understanding and thinking about trusted computing and information security.

About Author:

ZHANG Huanguo, a Professor at Wuhan University, is a leading academic figure who established China's first information security major, master's and doctoral programs, and postdoctoral industrial base. He led the formulation of standards for the information security discipline and has been recognized with awards such as the national-level Excellent Teaching Achievement Award and the first prize of Hubei Province Science and Technology Progress Award.

密码学中的可证明安全性（第2版）

Provable Security in Cryptography (2nd Edition)



作者：杨波、杨启良

Author: YANG Bo, YANG Qiliang

ISBN: 9787302655626

Publication Date: 2/1/2024

Page Count: 216

About the Book:

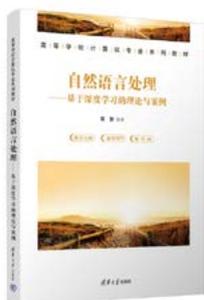
This book provides a comprehensive overview of the development history and research achievements in provable security, divided into five chapters. Chapter 1 introduces some mathematical knowledge and basic tools used in provable security. Chapter 2 discusses the definition of semantic security in public key cryptographic systems. Chapter 3 presents several commonly used semantic secure public key cryptosystems. Chapter 4 delves into identity-based cryptographic systems, while Chapter 5 covers attribute-based cryptographic systems. The book offers novel insights by not only introducing the foundational theories and practical algorithms of provable security but also including the latest research findings in cryptographic provable security. It aims to help readers understand the most recent directions in this field through studying the book. This book can serve as a textbook for undergraduate and graduate students in relevant majors at higher education institutions, as well as a reference for communication engineers and computer network engineers.

About Author:

YANG Bo is a second-level Professor and Doctoral Supervisor at Shaanxi Normal University. He is a specially appointed professor of the Hundred Talents Program in Shaanxi Province, a Director of the Chinese Association for Cryptologic Research, a member of the Professional Committee on Cryptographic Algorithms of the Chinese Association for Cryptologic Research, and an editor of the *Journal of Cryptologic Research*. Yang has published over 300 academic papers and authored six academic works and textbooks.

自然语言处理——基于深度学习的理论与案例

Natural Language Processing: Theory and Case Studies Based on Deep Learning



作者：雷擎

Author: LEI Qing

ISBN: 9787302657477

Publication Date: 3/1/2024

Page Count: 360

About the Book:

This book mainly introduces the basic principles, methods, and applications of neural networks, deep learning, and natural language processing. The book is divided into 3 parts, each covering different topics: Part 1 (Chapters 1-3) introduces the fundamentals of neural networks and deep learning, including the origin and development of artificial neural networks, representation methods of neural networks, mathematical foundational theories, machine learning basics, and the concept of representation learning; Part 2 (Chapters 4 and 5) introduces natural language processing and transformer networks; Part 3 (Chapters 6-10) covers case studies in natural language processing, including methods and technologies for text classification tasks, entity recognition, text generation, text summarization, and review-based question-answering systems.

About Author:

LEI Qing is an Associate Professor at the University of International Business and Economics. He holds a Ph.D. from the Institute of Computing Technology, Chinese Academy of Sciences, and is an Associate Professor in the School of Information Technology and Management at the University of International Business and Economics, serving as a Master's Supervisor. His research primarily focuses on core technologies in natural language processing, knowledge graphs, and explores their applications in management, economics, and finance fields.

自然语言理解

Natural Language Understanding



作者：赵海

Author: ZHAO Hai

ISBN: 9787302627784

Publication Date: 7/1/2023

Page Count: 388

About the Book:

This book systematically introduces the traditional and cutting-edge technologies in natural language processing (i.e., natural language understanding), including brief background on the development of the discipline, basic modeling methods, and typical language processing tasks. The book is centered around language models, covering n-gram language models, continuous space language models (word embeddings), and advanced pre-trained language models.

About Author:

Zhao Hai is a Professor and Ph.D. supervisor in the Department of Computer Science and Engineering at Shanghai Jiao Tong University. His research interests lie in natural language processing and related deep learning. He is an ACM professional member, a committee member of the CCF TCNLP, Vice Director of the Artificial Intelligence Special Committee of the Shanghai Computer Society, and has been a member of the International Advisory Committee of the Pacific Asia Conference on Language, Information and Computation (PACLIC) since 2014.

多语言情感分析及其应用

Multilingual Sentiment Analysis and Its Applications



作者：徐月梅

Author: XU Yuemei

ISBN: 9787302639725

Publication Date: 9/1/2023

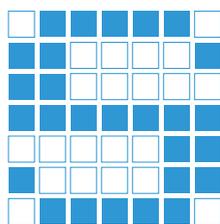
Page Count: 288

About the Book:

Sentiment analysis research is an important branch of natural language processing. In the context of global information globalization, sentiment analysis has gradually expanded from single-language to multilingual scenarios. This book is divided into two parts: the first part focuses on single-language sentiment analysis, while the second part delves into multilingual sentiment analysis. It aims to clarify what sentiment analysis is, how to approach single-language and multilingual sentiment analysis, the theoretical foundations, technical basis, and model foundations required for sentiment analysis, available language resources for multilingual sentiment analysis, and future development of multilingual sentiment analysis. This book provides introductory theories, guidance, and technical references for researchers, practitioners, and graduate students in the fields of multilingual natural language processing and sentiment analysis.

About Author:

XU Yuemei is an Associate Professor at Beijing Foreign Studies University and holds a Ph.D. degree from the Chinese Academy of Sciences. Her main research interests include semantic sentiment analysis in social media, cross-lingual sentiment analysis, and internet public opinion dissemination. She specializes in the intersection of computer science and new media public opinion.



理工 医学
STEM Books

维稀疏数据驱动的城市固废焚烧过程二噁英排放智能检测

Intelligent Detection of Dioxin Emissions in City Solid Waste Incineration Processes Driven by High-Dimensional Sparse Data



作者：汤健、乔俊飞

Author: TANG Jian, QIAO Junfei

ISBN: 9787302627067

Publication Date: 12/1/2023

Page Count: 340

About the Book:

This book is aimed at addressing the significant demand for national pollution control. It combines a class of intelligent modeling problems for detecting difficult-to-measure parameters such as product quality and environmental indicators from actual complex industrial processes using sparse high-dimensional data. Focusing on the incineration process of municipal solid waste (MSWI) in a city in Beijing, the book provides a systematic and in-depth discussion of intelligent detection technology for the concentration of pollutants (dioxins), including modeling techniques based on feature reduction, ensemble learning, virtual sample generation, and swarm intelligence optimization. The research on artificial intelligence algorithms for modeling dioxin emissions from MSWI aims to provide strong support for optimizing the operation of this process and controlling urban pollution emissions, thus promoting sustainable development of the ecological environment. This book is the first monograph on intelligent modeling of pollutant emission concentrations in the city's solid waste incineration process and is suitable for study and reference by university teachers, graduate students, senior undergraduate students, and engineering and technical personnel engaged in MSWI.

About Author:

TANG Jian is a Professor at Beijing University of Technology. He has led 4 projects, including the National Key R&D Program, the National Natural Science Foundation, and the Beijing Natural Science Foundation, and has published over 30 SCI papers.

QIAO Junfei is the Vice President of Beijing University of Technology and is mainly engaged in research on intelligent feature modeling of complex systems, self-organizing control, and multi-objective optimization.

面向“无废”的工业固体废物管理

Towards Zero Waste: Industrial Solid Waste Management



作者: 黄启飞, 陈超, 李丽

Author: HUANG Qifei, CHEN Chao, LI Li

ISBN: 9787302658849

Publication Date: to be published soon

Page Count: N/A

About the Book:

This book, funded by the National Publishing Fund in 2023, provides a comprehensive introduction to the background and indicators of zero waste construction for industrial solid waste management. It covers the sources, characteristics, and traditional as well as emerging technologies for the zero waste utilization of industrial solid waste. Using five cities as examples, it presents classic models of zero-waste management for industrial solid waste in China, providing fundamental information and references for the construction of a zero waste society during the 14th Five-Year Plan and beyond.

This book serves as a valuable resource for higher education institutions, students, researchers, and professionals in the fields of environmental management, solid waste risk control, and resource utilization of solid waste.

About Author:

HUANG Qifei is the Director of the Solid Waste Institute at the Chinese Research Academy of Environmental Sciences. His research primarily focuses on solid waste resource utilization technologies

CHEN Chao is an Assistant Researcher at the Chinese Research Academy of Environmental Sciences, specializing in the utilization of solid waste resources.

LI Li is a Researcher at the Chinese Research Academy of Environmental Sciences and has received awards such as the Second Prize of the National Science and Technology Progress Award.

智能导热材料的设计及应用

Design and Applications of Intelligent Thermal Conductive Materials



作者: 封伟

Author: FENG Wei

ISBN: 9787302649052

Publication Date: 12/1/2023

Page Count: 288

About the Book:

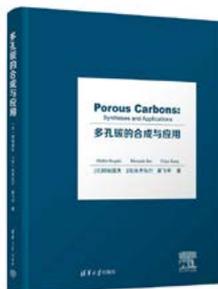
This book focuses on intelligent thermal conductive materials for new thermal management applications. Based on the current development status of intelligent thermal conductive materials, it provides an introduction from various angles, including concepts, heat transfer principles, structural design, and applications of these materials.

About Author:

FENG Wei is a Professor and Doctoral Supervisor. He has been engaged in the preparation and thermal conductivity performance research of functional organic carbon composite materials. He has published 214 SCI papers in international journals such as Chemical Society Review and Advanced Materials, and holds 62 authorized patents in China, 3 in the United States, and 3 in defense-related fields. He is a recipient of the National Distinguished Youth Science Fund, a leading talent in the National “Ten Thousand Talents Program” for technological innovation, a recipient of the Special Government Allowance from the State Council, and the inaugural director of the Thermal Composite Materials Professional Committee of the China Composites Society.

多孔碳的合成与应用

Porous Carbons: Syntheses and Applications



作者: [日]稻垣道夫, [日]糸井弘行, 康飞宇

Author: Michio INAGAKI, Hiroyuki ITOI, Feiyu KANG

ISBN: 9787302644248

Publication Date: 9/1/2023

Page Count: 872

About the Book:

This book consists of 5 chapters. Chapter 1 focuses on the importance of pore structure in carbon materials. Chapter 2 discusses the synthesis, preparation, and modification techniques of porous carbons, particularly emphasizing the design and control of microporous, mesoporous, and macroporous carbons. Chapter 3 explores the applications of porous carbons in energy storage and conversion, specifically highlighting their characteristics in various types of batteries and supercapacitors. Chapter 4 delves into the environmental applications of porous carbons, primarily focusing on adsorption, purification, and catalysis. Lastly, Chapter 5 provides a summary and outlook.

About Author:

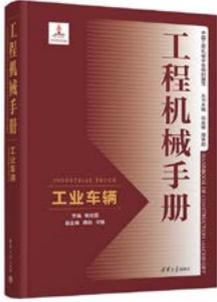
Michio INAGAKI is a retired Professor from Hokkaido University, Japan, and a renowned carbon material scientist. In 2005, he received the SGL Carbon Science Award, followed by the Outstanding Achievement Award for International Cooperation in Carbon Materials from China in 2009. He was also honored with the Peter A. Throer Award in 2011.

Hiroyuki ITOI is an Associate Professor at Aichi Institute of Technology, Japan, specializing in energy storage and hydrogen storage materials, particularly making significant contributions in the field of porous materials and catalytic reactions.

Feiyu KANG is a Professor at School of Materials Science and Engineering, Tsinghua University. His research focuses on carbon materials and their applications in energy and environment, with a specific emphasis on key technological issues related to graphite and graphene in lithium-ion batteries.

工程机械手册——工业车辆

Handbook of Construction Machinery: Industrial Truck



作者：杨安国、薛白、毕胜

Author: YANG Anguo, XUE Bai, BI Sheng

ISBN: 9787302625261

Publication Date: 10/1/2023

Page Count: 396

About the Book:

This handbook is the first volume of the *Handbook of Construction Machinery* series, introducing the machinery related to industrial vehicles. It includes a compilation of relevant industry standards for counterweight forklifts, storage vehicles, tractors, off-road forklifts, other vehicles, and industrial vehicles, and introduces typical products of industrial vehicles. This manual can be used as a reference for engineering and technical personnel, field operators, field service and maintenance personnel, management and marketing personnel in equipment application and leasing enterprises.

About Author:

YANG Anguo, a senior engineer, currently serves as the Chairman, and General Manager of Anhui Heli Forklift Co., Ltd. He is also the leader of one of Anhui Province's first "115" industry innovation teams. Additionally, he holds positions such as Deputy Director of the Anhui Province Machinery Industry Standardization Technical Committee and expert reviewer for national scientific and technological awards.

电动汽车充电设施优化规划与运行

Optimization Planning and Operation of Electric Vehicle Charging Facilities



作者：周云、冯冬涵、李恒杰、方陈
Author: ZHOU Yun, FENG Donghan, LI Hengjie, FANG Chen
ISBN: 9787302645245
Publication Date: 1/1/2024
Page Count: 252

About the Book:

This book summarizes the research achievements in the optimization planning and operation of charging facilities over the years, especially based on the research results of projects funded by the National Natural Science Foundation, the Shanghai Municipal Science and Technology Commission, and multiple projects of the State Grid Corporation. The book is divided into 7 chapters, covering an overview, modeling and prediction of electric vehicle charging load, optimization planning of electric vehicle charging facilities, operation optimization of electric vehicle charging facilities, electric vehicle charging guidance and route planning, electric vehicles' participation in grid regulation and interaction, as well as electric vehicle participation in power market models and mechanisms.

About Author:

Dr. ZHOU Yun is currently a Lecturer and Master's Supervisor in the Department of Electrical Engineering at Shanghai Jiao Tong University, and also serves as a part-time Master's Supervisor at Lanzhou University of Technology.

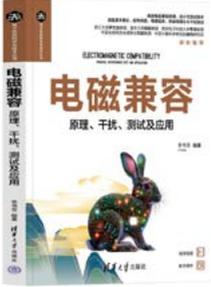
Dr. FENG Donghan is now a Professor and Doctoral Supervisor in the Department of Electronic Engineering at Shanghai Jiao Tong University.

Dr. LI Hengjie is currently the Director and Associate Professor at the Institute of New Energy Generation and Integrated Energy Systems at Lanzhou University of Technology.

Dr. FANG Chen is currently the deputy director of the Department of Scientific Development at the State Grid Shanghai Electric Power Research Institute.

电磁兼容——原理、干扰、测试及应用

Electromagnetic compatibility - principle, interference, test and application



作者：李书芳

Author: LI Shufang

ISBN: 9787302655404

Publication Date: 3/1/2024

Page Count: 268

About the Book:

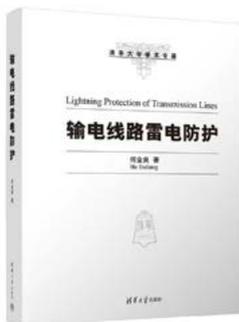
This book systematically discusses the principles, design, interference and testing technology of electromagnetic environment and electromagnetic compatibility. The book is divided into 9 chapters. Chapter 1 elaborates on the basic concept of electromagnetic compatibility and commonly used measurement units and test data processing methods. Chapter 2 introduces the basic knowledge of signal spectrum. Chapter 3 introduces the electromagnetic wave radiation mechanism in electromagnetic compatibility. Chapter 4 introduces the transmission line theory commonly used in electromagnetic compatibility analysis. Chapter 5 and Chapter 6 respectively introduce the conductive emission and immunity, radiated emission and immunity. Chapter 7 introduces the electromagnetic compatibility testing technology. Chapter 8 introduces the electromagnetic interference suppression technology. Chapter 9 introduces the electromagnetic compatibility design method taking the electromagnetic compatibility design of PCB board as an example. This book is suitable for undergraduate and postgraduate students majoring in electronic communication in colleges and universities, and can also serve as reference book for engineers and technicians engaged in electronic system design.

About Author:

LI Shufang is a professor and doctoral supervisor from the School of Information and Communication Engineering at Beijing University of Posts and Telecommunications. She graduated from the Department of Electrical Engineering at Tsinghua University with a doctoral degree and conducted postdoctoral research at Beijing University of Posts and Telecommunications. She serves as a deputy director of the Radio and Mobile Communication Committee of the China Institute of Communications, a senior member of the China Institute of Communications, and a member of the Electromagnetic Compatibility Branch of the Chinese Institute of Electronics, among other positions.

输电线路雷电防护

Lightning Protection of Transmission Lines



作者：何金良

Author: HE Jinliang

ISBN: 9787302627609

Publication Date: 4/1/2024

Page Count: 593

About the Book:

This book comprehensively and systematically introduces lightning protection technology for transmission lines, focusing on clarifying the discharge characteristics and electromagnetic transient propagation mechanism of the entire physical process when a lightning strike occurs on a transmission line, from the lightning downward leader striking the line, the lightning current flowing through the line and the pole tower, and then entering the ground through the grounding device. It introduces the electromagnetic transient analysis models of insulators, lines, pole towers, and grounding devices, as well as the calculation methods for the entire physical process of lightning strikes on transmission lines. It also covers protective technologies such as grounding devices, parallel protective gaps for insulators, line arresters, and unbalanced insulation for multi-circuit lines on the same tower. Finally, it introduces the latest research trends in monitoring and identification of lightning faults on transmission lines. The book is divided into 11 chapters, systematically reflecting the relevant scientific research results of the author's research team over the past three decades, and also covering the research work and latest research trends of scholars both domestically and internationally in the field of lightning protection for transmission lines.

About Author:

HE Jinliang, IEEE Fellow and IET Fellow, is a distinguished professor at Tsinghua University. His primary research focuses on AC/DC power transmission and transformation technology, lightning protection technology, electromagnetic environment, and dielectric materials. He has received one second-prize award for National Technology Invention Awards and two second-prize awards for National S&T Progress Awards.

交通人因工程

Human Factors Engineering in Transportation



作者：袁泉、王涛

Author: YUAN Quan, WANG Tao

ISBN: 9787302640813

Publication Date: 8/1/2023

Page Count: 352

About the Book:

To meet the needs of traffic humanization design and traffic safety improvement, this book refers to the ergonomics theories and design methods to provide methodology and typical cases for the design and development of traffic ergonomics, and provide important theoretical guidance and application reference for the development of traffic humanization. It introduces the basic concepts and design methods of human factor engineering, including human size, human physiology, psychology, human-machine interface, and human work space and working environment.

About Author:

YUAN Quan, the deputy director of the Institute of Intelligent Transportation at the School of Vehicle and Transportation Engineering, Tsinghua University, serves as an expert in the Second National Road Traffic Accident Depth Investigation Team of the Ministry of Public Security's Traffic Management Bureau and a senior member of the China Society of Automotive Engineers.

CEI测量技术原理、系统设计与应用

Principle, System Design and Application of CEI Measurement Technology



作者: 黄磊、刘友永、陈少伍、孟玮

Author: HUANG Lei, LIU Youyong, CHEN Shaowu, MENG Wei

ISBN: 9787302660675

Publication Date: 5/1/2024

Page Count: 184

About the Book:

CEI (Connected Element Interferometry, also known as “short baseline interferometry”) is a type of interferometry technique with a baseline length typically ranging from tens of kilometers. Through the measurement of carrier phase delay, it can accurately determine the precise angular position of a target relative to the baseline vector in real-time, making it suitable for high-precision orbit determination and relative positioning of medium and high-orbit satellites. This book focuses on introducing the fundamental principles of CEI technology, the design and construction of CEI systems, the key technological breakthroughs achieved in implementing CEI, as well as engineering application examples of CEI technology. It is a comprehensive and balanced resource, encompassing both theoretical and practical aspects.

About Author:

HUANG Lei is an assistant researcher and specializes in the overall design of deep-space measurement and control communication. He has participated in the design and implementation of measurement and control systems for China’s previous lunar exploration missions and Mars exploration missions.

LIU Youyong is a researcher and focuses his research on deep-space measurement and control communication systems and technologies.

CHEN Shaowu is an assistant researcher and specializes in lunar and deep-space exploration navigation and radio measurement technologies.

MENG Wei is a senior engineer and specializes in high-precision measurement for deep-space measurement and control.

太空环境感知概论

An Introduction to Space Environment Awareness



作者：全林、沈自才
Author: QUAN Lin, SHEN Zicai
ISBN: 9787302617068
Publication Date: 11/1/2023
Page Count:316

About the Book:

The book is the first monograph in the field of space situation awareness, specifically focusing on space environment perception in China. Based on a systematic review and analysis of the conceptual connotations, system composition, and typical applications of space environment perception, the book incorporates the perception of artificial space environments into its overall framework. It then provides detailed introductions and explanations of the perception objects, means, methods, and applications.

About Author:

QUAN Lin graduated from China Institute of Atomic Energy with a doctoral degree in engineering in 2012. He has been engaged in research on space environment perception and application technologies for a long time, undertaking over 20 projects including the development of the BeiDou constellation's space environment monitoring system, pulsar navigation space radiation single-particle discrimination, space environment monitoring and warning system research, and research on the impact of typical weapons on the space environment.

SHEN Zicai, PhD, Senior Engineer. From 2002 to 2007, he obtained a master's degree in materials science and a doctoral degree in optical engineering from the Graduate School of the Chinese Academy of Sciences. He is currently engaged in spacecraft space environmental engineering research. He has successively led and hosted over 10 projects including those funded by the Central Military Commission's Basic Research, Technology Foundation, 863 Program, 973 Program, and the National Natural Science Foundation of China.

机载雷达空时自适应处理

Space-Time Adaptive Processing (STAP) for Airborne Radar



作者: 谢文冲、王永良、熊元焱

Author: XIE Wenchong, WANG Yongliang,
XIONG Yuanyi

ISBN: 9787302649748

Publication Date: 1/1/2024

Page Count: 352

About the Book:

Space-Time Adaptive Processing (STAP) technology fully utilizes the multiple spatial channel information provided by airborne phased array radars and the temporal information provided by coherent pulse trains, enabling effective suppression of clutter and interference in the spatial-temporal two-dimensional domain. As a key technology for enhancing the performance of airborne radars, it has received significant attention in the radar field both domestically and internationally in recent years. This book, with the background of airborne early warning radars, systematically and deeply discusses the theory, methods, and related technical issues encountered during the practical engineering application of Space-Time Adaptive Processing.

About Author:

XIE Wenchong is currently a professor and serves as the director of the Key Laboratory of Radar Weaponry Application Engineering in the Air Force Early Warning Academy. After graduating from the National University of Defense Technology in 2006 with a doctoral degree in engineering, he has been engaged in the research of airborne radar signal processing for a long time. He has won one Second Prize of National Technological Invention Award and two First Prizes of Military Science and Technology Progress Award. He has published over 150 academic papers (including 40 SCI-indexed papers) and holds 28 authorized invention patents.

压力容器分析设计——理论和释义

Pressure Vessel Analysis Design: Theory and Interpretation



作者：陆明万、沈鑫、王汉奎

Author: LU Mingwan, SHEN Jun, WANG Hankui

ISBN: 9787302658665

Publication Date: to be published soon

Page Count: N/A

About the Book:

This book commences with the fundamental principles and concepts of mechanics-related disciplines, aiming to provide an in-depth explanation of the sources and theoretical foundations of pressure vessel analysis design methods and major specifications. It offers clarifications and interpretations for some typical or easily confused issues, assisting readers in gaining a profound understanding of the specifications and applying them flexibly. This book is intended as a reference for engineers engaged in pressure vessel analysis design, as well as for graduate students and upper-level university students majoring in chemical machinery engineering.

About Author:

LU Mingwan, a professor at the School of Aerospace Engineering of Tsinghua University, specializes in the research of solid mechanics and pressure vessel design.

SHEN Jun, a senior engineer, focuses on engineering design and related research work in pressure vessel analysis design.

WANG Hankui, a senior engineer, engages in finite element structural analysis and failure analysis of special equipment.

射流的不稳定性理论

Jet Instability Theory



作者：曹建明

Author: CAO Jianming

ISBN: 9787302601548

Publication Date: 3/1/2022

Page Count:496

About the Book:

This book systematically covers the fundamental theories and experimental studies of fluid jet fragmentation. It consists of 11 chapters: Chapter 1 - Introduction and Overview, Chapter 2 - Control Equations and Boundary Conditions of Jet Flows, Chapter 3 - Linear Instability of Rayleigh-Taylor Waves on Planar Liquid Films, Chapter 4 - Linear Instability of Temporal, Spatial, and Spatiotemporal Modes on Planar Liquid Films, Chapter 5 - Nonlinear Instability of Planar Liquid Films, Chapter 6 - Linear Instability of Rayleigh-Taylor Waves on Circular Jets, Chapter 7 - Linear Instability of Temporal, Spatial, and Spatiotemporal Modes on Circular Jets, Chapter 8 - Nonlinear Instability of Circular Jets, Chapter 9 - Linear Instability of Rayleigh-Taylor Waves on Annular Liquid Films, Chapter 10 - Linear Instability of Temporal, Spatial, and Spatiotemporal Modes on Annular Liquid Films, Chapter 11 - Nonlinear Instability of Annular Liquid Films.

About Author:

CAO Jianming, born in April 1962, graduated from Tianjin University in July 1982 with a major in Internal Combustion Engines. He holds a master's degree in on-the-job postgraduate studies from Chang'an University. He was a visiting scholar at the University of Victoria in Canada from 1994 to 1996. Currently, he serves as a third-level professor at the School of Automobile Engineering of Chang'an University, specializing in the fragmentation and atomization of jets.

机械设计基础（第2版）

The Fundamentals of Mechanical Design (2nd Edition)



作者：刘艳秋、胡建忠、王蔓等

Author: LIU Yanqiu, HU Jianzhong,
WANG Man etc.

ISBN: 9787302630210

Publication Date: 4/1/2023

Page Count: 268

About the Book:

The second edition of Fundamentals of Mechanical Design is based on the revised “Basic Teaching Requirements for Mechanical Design Courses” formulated by the Teaching Steering Committee for Mechanical Basic Courses in Colleges and Universities of the Ministry of Education. Under the overall plan of China’s “14th Five-Year Plan,” it adheres to the principle of “focusing on the integration of application skills and theoretical knowledge based on theoretical knowledge” and strengthens experimental and practical efforts. Combining with the teaching reform and quality course construction of the university, it is a comprehensive and three-dimensional quality textbook. The book is divided into 14 chapters, focusing on topics such as the degree of freedom of planar mechanisms, planar linkage mechanisms, cam mechanisms and intermittent mechanisms, gear mechanisms, gear trains, gear transmission, belt transmission, chain transmission, connections, shafts, sliding bearings, rolling bearings, couplings, and clutches.

About Author:

LIU Yanqiu, a master’s supervisor and a member of the Liaoning Provincial Machinery Design Society, has taught the course “Fundamentals of Mechanical Design” which was recognized as a Liaoning Provincial Quality Resource Sharing Course in 2015. Furthermore, the course was selected for the Learning Power MOOC platform in 2019 and she serves as the host of a provincial online first-class course.

智能产线运行优化理论与技术

The Theory and Technology of Intelligent Production Line Operation Optimization



作者：惠记庄、张富强、丁凯

Author: HUI Jizhuang, ZHAG Fuqiang, DING Kai

ISBN: 9787302657897

Publication Date: 4/1/2024

Page Count: 244

About the Book:

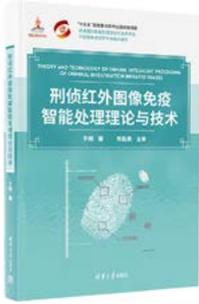
This book takes intelligent manufacturing production lines as the subject and introduces the key technologies involved in the operation optimization of intelligent manufacturing production lines: real-time collection of production line status data and cloud-edge collaborative computing technology, integrated planning and optimization technology for mixed production tasks of the production line, active perception and collaborative scheduling technology for production logistics of the production line, intelligent monitoring and life prediction technology for tool wear status, error analysis/tracing and prediction technology for workpiece processing quality, comprehensive evaluation technology for the health status of complex CNC machining equipment. These key technologies are important components of realizing intelligent manufacturing production lines and are the core technologies for building self-organizing, self-learning, self-adapting, and self-optimizing production systems. This book can be used as an optional textbook for graduate students in “intelligent manufacturing” and plays an important guiding role for students to understand intelligent workshops and intelligent factories.

About Author:

HUI Jizhuang, Ph.D., professor, and doctoral supervisor, is a renowned teacher in Shaanxi Province and enjoys the special allowance of the State Council. He primarily engages in teaching and research in the field of digital manufacturing.

刑侦红外图像免疫智能处理理论与技术

Theory and technology of Immune Intelligent Processing of Criminal Investigation Infrared Images



作者：于晓

Author: YU Xiao

ISBN: 9787302651062

Publication Date: 3/1/2024

Page Count: 356

About the Book:

This book, compiled based on the author's years of research and teaching experience, introduces criminal investigation and infrared image overview in a simple and profound manner. It also elaborates on the theory of artificial immune intelligent algorithm based on the collaborative mechanism between innate immunity, adaptive immunity, endocrine system, and nervous system, and illustrates the application of artificial immune algorithm in various criminal investigation infrared image processing fields with practical infrared image examples. The book covers a wide range of frontier biological immune algorithms and their applications in target extraction and recognition of criminal investigation infrared images. With a moderate level of difficulty, this book is not only suitable as a textbook for courses such as "Infrared Image Processing" or "Criminal Investigation" for public security criminal investigation, image processing, artificial intelligence, computer, and related experts, but also as a reference book for technicians to learn criminal investigation techniques.

About Author:

YU Xiao is an associate professor and master's supervisor at Tianjin University of Technology. He is also a member of the third tier of the Tianjin 131 Innovative Talent Training Program. Additionally, he is a senior member of the Chinese Association for Artificial Intelligence, a director of the Tianjin Artificial Intelligence Society, and a director of the Tianjin Laser Technology Society.

场景建模与机器人感知

Scene Modeling and Robot Perception



作者：杨鑫、尹宝才、魏小鹏

Author: YANG Xin, YIN Baocai, WEI Xiaopeng

ISBN: 9787302648840

Publication Date: 11/1/2024

Page Count: 296

About the Book:

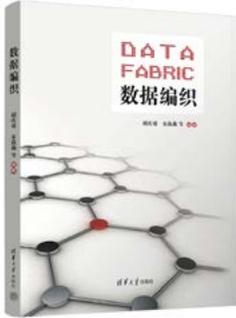
This book focuses on utilizing visual information for real-time reconstruction and understanding of scenes to achieve active interaction functions. Starting from areas such as robot-scene modeling, understanding, navigation, and interaction, it comprehensively explains the relevant technologies and specific practices involved. The book revolves around the theme of scene modeling and robot perception, establishing a knowledge system that integrates multiple disciplines, primarily targeting senior undergraduate students, graduate students, and related technical personnel interested in computer graphics, computer vision, and robotics. Combining theory with practice, this book contains the most basic algorithms, accompanied by detailed code or pseudo-code resources, as well as special content such as “chapter knowledge points”, aiming to provide effective references for personnel working in this field.

About Author:

YANG Xin graduated from the School of Computer Science and Technology of Jilin University with a bachelor's degree. He pursued his doctoral degree in the School of Computer Science and Technology of Zhejiang University and University of California, Davis, and obtained a doctor's degree in engineering. He also completed his postdoctoral research at the City University of Hong Kong. Currently, he serves as the deputy director of the Office of Academic Discipline Construction, responsible for managing the planning of double first-class disciplines, academic platforms, and funding at the university. His main research directions are computer graphics and vision, brain-like computing, and multi-modal big data analysis and decision-making.

数据编织

Data Fabric



作者：胡庆勇、宋焱淼等

Author: HU Qingyong, SONG Yanmiao

ISBN: 9787302657040

Publication Date: 4/1/2024

Page Count: 200

About the Book:

This book introduces in detail the theoretical basis and practical application of data fabric. It not only explains the basic concepts and related core technologies of data fabric, but also explores its application in fields such as transportation, aerospace, energy, finance by combining actual cases. It also introduces the challenges of data fabric, including data security, data privacy, data quality, and standardization issues. Finally, it predicts the future development trends of data fabric. This book is not only suitable for experts and scholars in the industry, but also for researchers and practitioners engaged in data management and knowledge discovery.

About Author:

HU Qingyong, a member of the AI Big Data Committee of Tsinghua University, focuses on research and engineering practices of AI in the integration of big data and knowledge. He led the design and development of TAIFabric, the first original AI-native technology data fabric knowledge integration tool platform in China.

SONG Yanxiao focuses on technologies and practices in the field of network security and informatization.

复杂数据质量控制技术

Quality Control Techniques for Complex Data



作者：曹建军 郑奇斌 刘艺 翁年凤

Author: CAO Jianjun, ZHENG Qibin, LIU Yi, WENG Nianfeng

ISBN: 9787302623342

Publication Date: 9/1/2023

Page Count: 464

About the Book:

The author delves into the complexity of big data, and also the challenges and technical problems during the process of current construction and utilization of data resources. The main contents include overview of basic concepts and development processes of domestic and overseas research, introduction of solid resolution technique, true-value discovery technique, data quality control technique based on data dependence, as well as introduction of data quality control system and the design and implementation of the data governance platform.

About Author:

CAO Jianjun, PhD, associate researcher, senior member of CCF, mainly engaged in research in data quality control and data governance, intelligent data analysis and application.
ZHENG Qibin, School of Command and Control Engineering, Army Engineering University of the People's Liberation Army.

工业人工智能

Industrial Artificial Intelligence



作者：蔡红霞、周传宏

Author: CAI Hongxia, ZHOU Chuanhong

ISBN: 9787302632054

Publication Date: 6/1/2023

Page Count: 332

About the Book:

This book mainly introduces artificial intelligence and its application in modern industrial fields. It provides the necessary knowledge about artificial intelligence theory and industrial application, systematically explains the theoretical system of artificial intelligence, and combines the theory with application in actual industrial cases such as the realization of algorithm software and industrial application of algorithms.

About Author:

CAI Hongxia, PhD, associate research fellow and doctoral supervisor of Shanghai University. She has been engaged in teaching and research work in the field of intelligent manufacturing and robotics for a long time. She has undertaken and completed 21 national and Shanghai scientific research projects as the principal investigator, including 5 projects related to the aviation industry. She has participated in more than 20 projects and has published more than 80 papers and 2 monographs, and obtained more than 20 patents and software copyrights, and won the second prize of Shanghai Science and Technology Progress Award. She undertakes courses such as “Industrial Artificial Intelligence” and “Introduction to Intelligent Manufacturing”.

多目标排序引论

Introduction to Multi-objective Scheduling



作者：录岭法、张利齐、万龙

Author: LU Lingfa, ZHANG Liqi, WAN Long

ISBN: 9787302656586

Publication Date: 3/1/2024

Page Count: 216

About the Book:

This book is to introduce some common models, research methods, and main results of multi-objective scheduling. This book consists of 7 chapters: In Chapter 1, we introduce some definitions and concepts of scheduling problems, the current research status at home and abroad, and some common methods for studying multi-objective scheduling. In Chapter 2, we introduce some classical single-machine scheduling results. In Chapter 3, we present some results of single-machine batch processing scheduling. In Chapter 4, we introduce some results of multi-objective scheduling on multiple machines. In Chapter 5, we introduce some results of job rejection scheduling. Chapter 6 and Chapter 7 respectively introduce some results of rescheduling and multi-agent scheduling.

About Author:

LU Lingfa is a professor and doctoral supervisor from the School of Mathematics and Statistics at Zhengzhou University. He completed his postdoctoral research at The Hong Kong Polytechnic University. Currently, he serves as the Deputy Secretary-General of the Scheduling Branch of the Operations Research Society of China and the Deputy Secretary-General of the Henan Operations Research Society. He has published over 40 papers in international SCI journals such as *European Journal of Operational Research*.

复杂时间序列的统计推断理论及预测方法

Statistical Inference and Forecasting Methods for Complex Time Series



作者：李杰

Author: LI Jie

ISBN: 9787302650010

Publication Date: 12/1/2023

Page Count: 108

About the Book:

Time series models are widely used in fields such as econometrics, finance, biostatistics, industrial metrology, and others. This book mainly studies the theoretical properties and practical applications of complex time series, including the statistical inference of the distribution function of time series, functional time series, and multi-step forward prediction intervals for locally stationary time series. This book can be used as an elective textbook for undergraduates or graduate students majoring in statistics, data science, and related fields. It can also be used as a reference book for statistical researchers, business managers, and government staff to learn forecasting methods.

About Author:

LI Jie is a lecturer (post-doctoral faculty member) at the School of Statistics of Renmin University of China. He graduated from Tsinghua University in 2022 and obtained a doctor's degree in statistics. His main research directions are functional data analysis, time series, and nonparametric statistics. He has won the first prize of the Jan Tinbergen Award of the International Statistical Institute in 2021 and the Hannan Graduate Student Travel Award of the Institute of Mathematical Statistics in 2020.

量子力学基础教程

Fundamentals of Quantum Mechanics



作者: 王向斌、沈艺鑫、于云龙、秦季茜、徐海

Author: WANG Xiangbin, SHEN Yixin,

YU Yunlong, QIN Jiqian, XU Hai

ISBN: 9787302646662

Publication Date: 10/1/2023

Page Count: 221

About the Book:

This book contains eight chapters on matter waves, two-state systems, two-particle states and quantum entanglement, more problems of eigenvalues and eigenstates, electrons in atoms, electrons in solids, density matrices, and an introduction to quantum computation. *Fundamentals of Quantum Mechanics* strives to focus on the main content in the fastest and most effective way, with a special focus on the basic principles of quantum mechanics, the basic calculation rules requested by the principles, and their applications, accompanied by high-quality examples and exercises, and using “notes” to further expand the discussion of the key and difficult content. This will be especially helpful for beginners to achieve efficient and in-depth learning. *Fundamentals of Quantum Mechanics* can be used as a textbook for undergraduate courses in quantum mechanics for students major in physics or other related disciplines.

About Author:

WANG Xiangbin is a professor at the Department of Physics, Tsinghua University, and has been engaged in teaching and researching quantum physics and quantum information for a long time. He was awarded the title of “Elsevier Highly cited Researcher in China for Physics, 2021, 2022, 2023”, and has been Editorial Board member of Physical Review Research since 2020. He was elected the Fellow of Optical Society of America (Optica) in 2023.

测量与不确定度

Measurement and Uncertainty



作者：张小章，吴音

Author: ZHANG Xiaozhang, WU Yin

ISBN: 9787302640356

Publication Date: 8/1/2023

Page Count: 173

About the Book:

The book mainly covers the basic concepts of measurement in experiments and the uncertainty analysis of measurement data, while explaining the physical basis and principles of major instruments related to the measurement of various quantities such as temperature, pressure and vacuum, flow and fluid volume, and vibration. Considering the broad scope of measurement technology, eight experimental cases are specifically selected, and supplementary readings are also included. This textbook serves as a fundamental book that is well-connected to practical work and correlates well with the learned physics and mathematics knowledge. In addition, besides introducing the basic theory of measurement, this textbook also introduces the Monte Carlo method in uncertainty analysis, as well as the latest basis for the establishment of fundamental quantities; it presents several practical measurement cases and instrument analysis cases; and provides introductions to relevant computational statements in Matlab and Origin plotting and data analysis software to help readers master useful software tools.

About Author:

ZHANG Xiaozhang is a professor and doctoral supervisor from the Department of Engineering Physics at Tsinghua University. He has won one National Scientific and Technological Progress Award and two special-grade Ministerial Scientific Progress Awards. WU Yin is a senior engineer from the School of Materials Science and Engineering at Tsinghua University. He has published 92 academic papers and holds 11 invention patents. He serves as the Deputy Secretary-General of the Special Ceramics Branch of the Chinese Ceramic Society.

量子信息简明教程

Tutorial on Quantum Information



作者: 马雄峰、张行健、黄溢智

Author: MA Xiongfeng, ZHANG Xingjian,
HUANG Yizhi

ISBN: 9787302631149

Publication Date: 7/1/2023

Page Count: 171

About the Book:

This book introduces the basic concepts of quantum information, including the mathematical foundations of linear algebra and information theory required for quantum information, single-particle quantum systems, general descriptions of quantum systems, applications in multi-particle quantum systems, and the basics of quantum information theory. The book is intended for readers with mathematical backgrounds in linear algebra, probability theory, etc., aiming to introduce the basic knowledge of quantum information science. It can also be used as a textbook for quantum information courses for undergraduates majoring in quantum information or other related fields. As an introductory or general physics textbook, this book strives to be concise in its arrangement; for readers who wish to further explore quantum information in depth, the book also includes thought-provoking questions and reference materials focused on cutting-edge research content to provide guidance.

About Author:

MA Xiongfeng is a tenured professor at the Institute for Interdisciplinary Information Sciences (IIIS) of Tsinghua University. He mainly focuses on research in quantum cryptography, quantum information foundation, and quantum computation. His works have been cited over 10,000 times on Google, and many of his articles have been selected as ESI hot papers and highly cited papers.

集成电路设计——仿真、版图、综合、验证及实践

Integrated Circuit Design-Simulation, Synthesis, Verification and Practice



作者：王永生 付方发 桑胜田

Author: WANG Yongsheng, FU Fangfa,
SANG Shengtian

ISBN: 9787302640905

Publication Date: 11/1/2023

Page Count: 404

About the Book:

This book focuses on the technology and design of integrated circuit EDA. It introduces the EDA tools used by international mainstream, and the EDA tool flow and design technology of analog integrated circuit and digital integrated circuit. It discusses the fundamentals of SPICE simulation, including integrated circuit simulation methods based on two SPICE emulators, i.e. HSPICE and SPECTRE, the layout design of integrated circuits, the use of verification tools and the design techniques related to the layout.

About Author:

WANG Yongsheng, a doctor of microelectronics and solid-state electronics from Harbin Institute of Technology, is an associate professor of the School of Astronautics, Harbin Institute of Technology. He has long been engaged in the teaching and scientific research of digital/analog mixed signal integrated circuits, system-on-a-chip and their testability and reliability design. He has developed many high-speed and high-precision analog/digital conversion chips and mixed signal SoC chips.

FU Fangfa, a doctor of microelectronics and solid-state electronics from Harbin Institute of Technology, is a lecturer of the School of Astronautics, Harbin Institute of Technology. His main research directions are SoC/IP design methodology, network-on-chip (NoC), and multi-core architecture.

SANG Shengtian, a doctor of microelectronics and solid-state electronics from Harbin Institute of Technology, is a lecturer of the School of Astronautics, Harbin Institute of Technology. His main research directions are SoC design methodology, embedded system design, and IoT system design.

光波导理论

Theory of Optical Waveguides



作者：吴重庆

Author: WU Chongqing

ISBN: 9787302632443

Publication Date: 6/1/2023

Page Count: 676

About the Book:

This book abandons the previous way of introduction of fiber theory from single-mode fiber and multi-mode fiber, and takes the structure evolution of optical waveguide as the main line, to systematically delve into the different concepts, characteristics and interconnections of optical waveguides with different structures, with an especial emphasis on the mode theory, transmission characteristics, birefringence phenomenon and mode coupling knowledge of optical waveguides.

About Author:

Professor WU Chongqing, is the director of the Institute of Optical Information Science and Technology of Beijing Jiaotong University. He has been engaged in scientific research and teaching in the fields of guided wave optics, nonlinear fiber optics, optical fiber communication, fiber sensing, optical networks, all-optical signal processing, etc. for nearly 40 years. He has presided over the National 863 Project and the National Natural Science Foundation Project, and published more than 420 papers. He has been granted 23 national invention patents and won 1 third-class prize of ministerial-level scientific and technological progress.

光纤激光器：原理、技术与应用

Fiber Lasers: Principle, Technology and Applications



作者：林金桐、施进丹

Author: LIN Jintong, SHI Jindan

ISBN: 9787302623410

Publication Date: 11/1/2023

Page Count: 276

About the Book:

One author participated in the research of the invention of early fiber lasers and the other is still exploring the forefront of this field, aiming to introduce fiber lasers to readers from three aspects: principles, technology, and applications. Graduate students and doctoral candidates in higher education institutions can learn the principles of fiber lasers from this book, and perhaps also learn how to find research directions. Readers engaged in technological development work in startups in the optoelectronics field can learn about the technology, and perhaps also gain inspiration for innovation from the chapters describing experimental design and technology introduction. Engineers designing applied products can understand the recent developments and future prospects of fiber lasers, and perhaps also be inspired to design new products from the continuously expanding history of fiber laser applications.

About Author:

LIN Jintong graduated from the Department of Physics of Peking University, obtained a master's degree from Beijing University of Posts and Telecommunications, and a doctor's degree from the University of Southampton. He has been engaged in optical fiber research for a long time and participated in the early research on the invention of fiber lasers. He has published a total of 560 papers. He has served as the chairman of international academic conferences 14 times. He was once the sixth president of Beijing University of Posts and Telecommunications and the vice chairman of the China Institute of Communications for the 5th and 6th terms. He is currently a consultant professor of Beijing University of Posts and Telecommunications and an international advisory member of the European Conference on Optical Communication (ECOC).

光电混沌信号产生理论与实验

Optical and Electronic Chaos Generation-Theory and Experiments



作者: 王安帮

Author: WANG Anbang

ISBN: 9787302635147

Publication Date: 10/1/2023

Page Count: 252

About the Book:

This book mainly introduces the methods and experimental progress of optoelectronic chaotic signal generation, briefly introduces the analysis methods of chaotic signals and systems, discusses the basic principles, circuit structure and chaotic dynamic characteristics of electrical chaotic signal generation, elaborates the generation methods, principles and experiments of two types of optical chaotic signals based on semiconductor lasers and optoelectronic oscillators, and analyzes the quantum statistical characteristics of chaotic output of semiconductor lasers.

About Author:

WANG Anbang, a professor and doctoral supervisor, is an academic and technical leader in Shanxi Province, the recipient of Shanxi Provincial Excellent Youth Fund, and an inductee of the 131 excellent young top-notch talents. He also serves as a member of the Optoelectronics Technology Committee of the Chinese Optical Society. He is engaged in research on the generation and application of broadband chaotic lasers. He has proposed a series of methods based on laser beat frequency mechanisms, experimentally generated the widest bandwidth chaotic laser, solved the problem of broadband limitations, and increased the real-time generation rate of random codes by an order of magnitude. He has also proposed techniques such as wavelength-tunable chaotic time-domain reflectometry, which have solved the problem of high-precision fault detection in wavelength division and time division multiplexing networks.

群智能建筑理论基础

Fundamental Theory of Group Intelligent Building



作者：赵干川 主编 姜子炎 张吉礼 邢建春 方潜生 副主编
Author: ZHAO Qianchuan, Chief Editor, JIANG Ziyuan, ZHANG Jili, XING Jianchun, FANG Qiansheng, Deputy Chief Editor
ISBN: 9787302616566
Publication Date: 9/1/2023
Page Count: 496

About the Book:

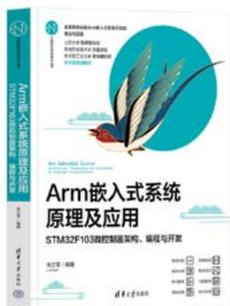
This book provides readers with the basic concept of swarm intelligent building, and also the necessary theoretical basis for the majority of technical and management personnel to use and develop swarm intelligent equipment or software. It systematically introduces the theoretical basis of building intelligent system based on swarm intelligence, involving the basic concept of swarm intelligent building, the mathematical model of basic building units, the parallel distributed algorithm of constraint optimization problem, and the application of typical management and control problems.

About Author:

ZHAO Qianchuan is a professor of the Department of Automation at Tsinghua University and the director of the Research Center for Intelligent and Networked Systems. His main research direction is the performance optimization and security control of networked dynamic systems and their applications in power, manufacturing, communication, architecture and other fields. He serves as the deputy director of the Control Theory Professional Committee of the China Association of Automation, the director of the Chinese Systems Engineering Society, and the director of the IEEE RAS Smart Building Professional Committee. He has won the second prize of the National Natural Science Award and the first prize of the Natural Science Award of the Ministry of Education.

Arm嵌入式系统原理及应用——STM32F103微控制器架构、编程与开发

Arm Embedded System-Architecture, Programming and Development of STM32F103 Microcontroller



作者：李正军

Author: LI Zhengjun

ISBN: 9787302640523

Publication Date: 3/1/2024

Page Count: 356

About the Book:

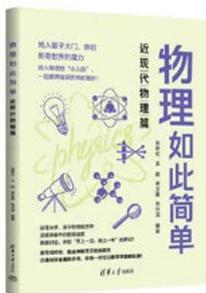
This book adheres to the concept of “New Engineering” and comprehensively and systematically covers the principles and applications of embedded systems based on STM32F103, starting from research, teaching, and practical engineering applications. The book consists of 12 chapters, which mainly cover the introduction, embedded microprocessors, STM32 series microcontrollers, the setup of embedded development environments, STM32 interrupts, STM32 GPIO, STM32 timers, STM32 universal synchronous/asynchronous receivers and transmitters, STM32 SPI serial bus, STM32 I2C serial bus, STM32 A/D converters, and STM32 DMA controllers. The content of the book is rich, with advanced systems and reasonable structures, integrating theory with practice, and paying particular attention to engineering application techniques.

About Author:

LI Zhengjun is a professor at Shandong University. He graduated from the Mathematics Department of Shandong University in 1984 and remained as a faculty member in the same department. He serves as the head of the “Fieldbus Technology Laboratory”, a key construction project of the “Project 211”, and the head of the microcomputer course at the Control School. Additionally, he is a member of the Council of the Equipment Network Fieldbus Branch of the China Electrical Equipment Industry Association, a reviewer of the mechanical industry standard of China titled *Low-Voltage Electrical Communication Protocol*, and a member of the National Standardization Committee for Electrical Equipment Network Communication Interfaces.

物理如此简单：近现代物理篇

Physics Is So Simple: Recent and Modern Physics



作者：张君可，王超，宋艾晨，张兴龙
Author: ZHANG Junke, WANG Chao,
SONG Aichen, ZHANG Xinglong
ISBN: 9787302646921
Publication Date: 10/1/2023
Page Count: 140

About the Book:

The main contents of this book include micro and macro thermodynamics, the characteristics of light and its role in modern imaging technology, the unique charm of quantum physics and the magic effects of relativity theory. While reading the book, you will understand the law of molecular motion and the principle of the thermometer, and you will also appreciate the magic of perspective image. This book focuses on the latest scientific research achievements of modern science and technology and displays China's leading achievements in the field of contemporary engineering technology.

About Author:

ZHANG Junke is a senior teacher of physics in Beijing with the title of a special-grade teacher. She is a member of the core group of high school physics teachers in Beijing and the head of the famous physics teachers' studio in Beijing.

WANG Chao holds a Ph.D. in physics from the Chinese Academy of Sciences. He has published more than 10 articles in SCI and domestic core journals such as *Nanoscale*, and has won 4 invention patents.

SONG Aichen is a member of the data analysis team of the Comprehensive Evaluation Capacity Building Research Group for Basic Education in Chaoyang District, Beijing.

ZHANG Xinglong is a senior teacher of physics in middle school and a core member of the famous physics teachers' studio for junior high school in Beijing.

大师的发现：118种化学元素漫谈

The Discoveries of the Masters: An Introduction on 118 Chemical Elements



作者：陈志谦

Author: CHEN Zhiqian

ISBN: 9787302623618

Publication Date: 9/1/2023

Page Count: 372

About the Book:

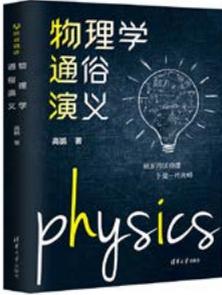
This book introduces 118 kinds of chemical elements from their discovery, naming, and utilization, as well as function and harm of compounds formed by these chemical elements. It also describes in detail the great contributors to the history of chemistry including Boyle, Berzelius, Ramsey, and Meitner, etc.

About Author:

CHEN Zhiqian, holds a Ph.D. in Science (Physics) and is a professor in the School of Materials and Energy at Southwest University. He has published books such as *Material Design, Simulation, and Computation and Traces of Masters*.

物理学通俗演义

Popular History of Physics



作者：高鹏

Author: GAO Peng

ISBN: 9787302638285

Publication Date: 7/1/2023

Page Count: 308

About the Book:

Popular History of Physics is a popular science book about the history of physics. The author adopts the style of ancient Chinese chapter novels to write this book. Through the stories of scientists, scientific exploration and discovery, and scientific research in the history of physics, the author presents a comprehensive history of physics to readers. The author starts from the Big Bang, talks about the stories of Mozi and Lu Ban in ancient China, and then introduces the physics contributions of ancient Chinese scientists. It also tells the rapid development of modern physics, and ends with the modern space exploration in China. The author describes the magnificent history of physics from ancient times to the present in the perspective of a director, which brings readers an inspiring reading experience.

About Author:

GAO Peng graduated from the School of Sciences at Harbin Institute of Technology for his bachelor's and master's degrees, and obtained his doctor's degree from the School of Materials Science and Engineering. He is currently employed at his alma mater and has been engaged in teaching and scientific research for a long time. He is passionate about popular science work and has authored popular works such as *From Quantum to Universe*, *Mystery of the Space-Time*, and *Quantum Science for Teenagers*.

叙事护理

Narrative Care



作者：于辉、马岩

Author: YU Hui, MA Yan

ISBN: 9787302636489

Publication Date: 12/1/2023

Page Count: 296

About the Book:

At present, narrative care in China is mainly applied to clinical patients. The cultivation of narrative care ability in China is still in the exploratory stage. In order to build a specific and feasible training model for narrative care ability, nursing students and clinical nurses can learn relevant theoretical knowledge, share examples of narrative care, and help beginners apply narrative care knowledge to nursing work through clinical practice. This book combines the basic knowledge of narrative care with its clinical application to deepen the analysis and understanding of narrative care among nursing students and clinical nurses, help them form correct professional cognition, enhance communication and nursing skills, improve narrative care ability, promote the implementation of narrative care practice in clinical settings, and practically help clinical patients solve practical disease problems and rewrite the endings of disease stories, thus demonstrating the connotation and warmth of nursing humanistic care.

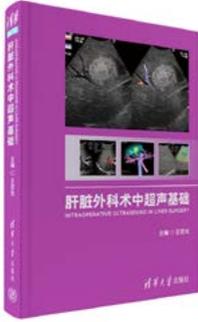
About Author:

YU Hui, who has a master's degree in public health management, has published two SCI papers and ten papers in national core journals. He has presided over seven scientific research projects, one new technology, and one invention patent. He has won one award for scientific research achievements.

MA Yan, a native of Harbin, Heilongjiang Province, holds a master's degree in public health science. She is a specialized nurse in palliative care, and a health management specialist. Currently, she serves as the deputy head nurse of the Nursing Support Center of the First Affiliated Hospital of Harbin Medical University.

肝脏外科术中超声基础

Fundamentals of Intraoperative Ultrasound in Liver Surgery



作者：王宏光

Author: WANG Hongguang

ISBN: 9787302622260

Publication Date: 2/1/2023

Page Count: 392

About the Book:

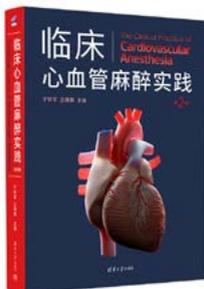
As the intraoperative ultrasound, being described as the “third eye” of liver surgeons, has been applied more widely, it is an increasingly urgent task to establish and to help more surgeons master the intraoperative ultrasound technology and complete liver surgery accurately through the training system for hepatobiliary surgical specialists. This book mainly elaborates on the intraoperative ultrasound and drawing training, fine anatomy, 3D reconstruction, anatomical liver resection, and basic operations of intraoperative ultrasound in Japanese liver surgery from the perspective of surgeons learning.

About Author:

WANG Hongguang is the deputy director of Hepatobiliary Surgery Department at the National Cancer Center/Chinese Academy of Medical Sciences Cancer Institute and the director of Hepatobiliary Surgery Department at Hebei Branch.

临床心血管麻醉实践（第2版）

The Clinical Practice of Cardiovascular Anesthesia (2nd Edition)



作者：于钦军 王伟鹏

Author: YU Qinjun, WANG Weipeng

ISBN: 9787302610663

Publication Date: 6/1/2022

Page Count: 763

About the Book:

This book was co-authored by a team of experts led by Dr. Yu Qinjun, chief physician from the Anesthesiology Center of Fuwai Hospital, Chinese Academy of Medical Sciences. Consisting of 35 chapters and over one million words, the book keeps the concise and practical features of the first edition, covering various aspects of cardiovascular anesthesia, including preoperative preparation and evaluation, intraoperative monitoring and management, cardiovascular anesthesia pharmacology, anesthesia management for different cardiac surgical diseases, circulatory support and protection of vital organs (heart, lungs, kidneys, and brain), postoperative analgesia and management, etc. In addition, the book also provides detailed introductions to anesthesia safety during surgery, anesthesia outside the operating room, and anesthesia for non-cardiac surgery of cardiac patients.

About Author:

YU Qinjun, chief physician, graduated from the postgraduate program of China Medical University in 1992 and joined Fuwai Hospital, Chinese Academy of Medical Sciences in the same year. He served as a visiting scholar at the University of Louisville School of Medicine in the United States for two years. He has held positions such as deputy director of the Surgical ICU and Anesthesiology Center at Fuwai Hospital. He has engaged in clinical anesthesia for over 30 years, completing more than 10,000 cardiovascular anesthesia cases.

中国智慧健康医疗蓝皮书（2022）——为“健康中国”插上智慧的翅膀

Endow Healthy China with the Wings of Intelligence



作者：清华大学智慧医疗研究院、中国工程院医药卫生学部
Author: Tsinghua University Smart Healthcare Research Institute, China Academy of Chinese Medical Sciences
ISBN: 9787302603542
Publication Date: 3/1/2022
Page Count: 204

About the Book:

This book will popularize the concept and profound meaning of smart healthcare to the public. Taking the construction goal of “Healthy China” as the core theme and development context, it comprehensively introduces the empowerment effect of smart healthcare on the “Healthy China” strategy, showcases the outstanding innovative application demonstrations in the current smart healthcare industry, looks into the key development trends for the future, and proposes a ten-year blueprint and major project suggestions for the development of smart healthcare.

About Author:

Tsinghua University Smart Healthcare Research Institute was established in 2020 through a collaboration between Tsinghua University and Zhuhai People’s Hospital Medical Group. It aims to integrate the resource advantages of the Greater Bay Area and the scientific research strengths of Tsinghua University to jointly explore and research the development of smart healthcare. Its goal is to promote the high-quality development of the healthcare industry by innovating in the research and application of intelligent medical technology.

China Academy of Chinese Medical Sciences was established in Beijing on June 3, 1994. It is the most prestigious and consultative academic institution in China’s engineering and technological community, and a State Council directly administered institution.

健康医疗大数据创新应用

Healthcare Big Data Innovative Application



作者：冯晓彬、马兆毅、黎成权

Author: FENG Xiaobin, MA Zhaoyi, LI Chengquan

ISBN: 9787302641346

Publication Date: 8/1/2023

Page Count: 316

About the Book:

To cultivate healthcare big data talents in a more systematic way and promote the deep integration of big data and the healthcare industry, under the guidance of the National Health Commission of the People's Republic of China, the School of Clinical Medicine of Tsinghua University compiles this healthcare big data textbook. This textbook is targeted at high-quality talents aspiring to engage in healthcare big data innovation, as well as professionals in the healthcare industry. It systematically sorts out multiple dimensions of healthcare big data in line with the times, aiming to cultivate composite management talents and professional application talents who possess big data thinking and awareness, and have a solid foundation of medical knowledge.

About Author:

FENG Xiaobin, a medical doctor, associate professor at the School of Medicine, Tsinghua University, doctoral supervisor, and deputy director of Hepatobiliary and Pancreatic Surgery at Beijing Tsinghua Changgung Hospital.

MA Zhaoyi, deputy chief physician, and director of the Big Data Office of the National Health Commission's Capacity Building and Continuing Education Center.

LI Chengquan, an engineering doctor, senior engineer at the School of Clinical Medicine, Tsinghua University, and chief engineer of the National Standard Database Project for Liver, Gallbladder, and Pancreatic Diseases.

脊柱转移瘤外科学

Surgical Management of Spinal Metastases



作者：胡永成、刘宝戈、张余

Author: HU Yongcheng, LIU Baoge, ZHANG Yu

ISBN: 9787302641360

Publication Date: 10/1/2023

Page Count: 700

About the Book:

This book introduces the epidemiological characteristics of spinal metastases, focuses on the evaluation of metastases and related factors that affect the choice of surgical methods. Then, based on the characteristics of surgical reconstruction methods, it introduces the diagnosis and treatment of spinal metastases in detail according to the location. In addition, it summarizes and introduces the research progress and experience of anterior spinal reconstruction. Finally, it introduces the adjuvant treatment and special pathological types of spinal metastases.

About Author:

HU Yongcheng, chief physician, doctoral supervisor, and professor, pioneered difficult surgeries such as total vertebral resection for spinal tumors and prosthetic reconstruction after resection of tumors around the knee joint.

LIU Baoge, chief physician, professor, medical doctor of Ghent University in Belgium, doctoral and postdoctoral supervisor of Capital Medical University, currently serves as the chief surgeon of the Department of Surgery and chief of the Department of Orthopedics at Beijing Tiantan Hospital affiliated to Capital Medical University.

ZHANG Yu, chief physician, and doctoral supervisor of South China University of Technology and Southern Medical University. He currently serves as the director of the Guangdong Provincial Center for Functional Repair of Bone Defects and Biomaterials Engineering and Technology.

老年人防跌倒管理策略

Fall Prevention Management Strategies for the Elderly



作者：高远、李佳、尹鹏滨

Author: GAO Yuan, LI Jia, YIN Pengbin

ISBN: 9787302623892

Publication Date: 12/1/2023

Page Count: 108

About the Book:

This book mainly consists of two parts: the first part focuses on the epidemiology of falls and the analysis of related risk factors; the second part elaborates on the strategies related to fall prevention. It covers the definition of falls, related risk factors of falls, and related strategies for fall prevention.

Main features: It summarizes the related analysis of fall risk factors in recent years, including iatrogenic and home-based factors. At the same time, based on the above situations, it fully elaborates the core knowledge of how the elderly can prevent falls in their homes and daily environments.

About Author:

GAO Yuan is an associate chief nurse, doctoral supervisor, and currently serves as the director of the Nursing Department of the First Medical Center of the Chinese People's Liberation Army General Hospital. She is also the chairperson of the Orthopedic Nursing Committee of the Chinese Nursing Association, the deputy head of the Nursing Group of the Orthopedic Branch of the Chinese Medical Association, and the deputy head of the Nursing Group of the Orthopedic Branch of the Beijing Medical Association.

实验室生物安全能力建设

Laboratory Biosafety Capacity Building



作者：武桂珍

Author: WU Guizhen

ISBN: 9787302623588

Publication Date: 4/1/2023

Page Count: 228

About the Book:

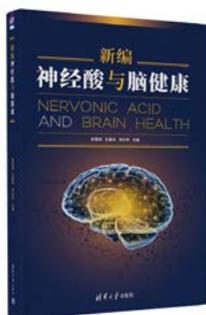
By defining the concepts of biological risk management, AMP model, and risk assessment process, as well as elaborating on design strategies, mitigation measures, and training plans, the book proposes that reliability-centered maintenance should be the framework for biological risk management maintenance plans, and it advocates to use specific performance indicators and risk communication plans to solve problems. Through case studies, the gaps and deficiencies in current understanding and methods of biological risk management are further analyzed, and some of the most important challenges faced by the biological risk management community are identified. Meanwhile, it also provides a reference for strengthening biological risk management practices in the future.

About Author:

WU Guizhen, a researcher, is the chief expert of biosafety at the Chinese Center for Disease Control and Prevention, the president of the Asia-Pacific Biosafety Association, and the leader of the expert team for the key special projects of “R&D of Key Technologies for Biosafety” during the 13th and 14th Five-Year Plan periods of the National Key Research and Development Program. She has devoted herself to biosafety management and prevention and control of major infectious diseases for decades.

新编神经酸与脑健康

Nervonic Acid and Brain Health



作者：陈显扬、王朝东、李玖军

Author: CHEN Xianyang, WANG Chaodong,
Li Jiujun

ISBN: 9787302623083

Publication Date: 4/1/2023

Page Count: 136

About the Book:

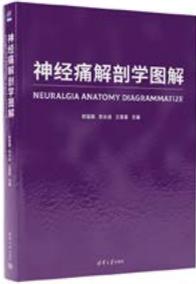
This book first introduces the basic concept and important functions of nervonic acid. Then it describes the distribution of nervonic acid in organisms, from plants to animals and humans. After that, it focuses on the synthesis pathway of nervonic acid in the body and related metabolic signaling pathways.

About Author:

CHEN Xianyang is a senior researcher. He is a leading talent in technological innovation in Acer truncatum industry; the director of Biomedical Big Data Center in Zhongguancun; a postdoctoral mentor and special expert at Zhongguancun Medical Engineering Health Industrialization Base; a special professor at the Plateau Medical Research Center of China Medical University; a review expert of Tsinghua University Press. He has published 25 SCI papers, 27 national invention patents, 2 PCTs, and 18 software copyrights.

神经痛解剖学图解

Neuralgia Anatomy Diagrammatize



作者：郑宝森 贺永进 王慧星

Author: ZHENG Baosen, HE Yongjin,
WANG Huixing

ISBN: 9787302622246

Publication Date: 3/1/2023

Page Count: 334

About the Book:

This book comprehensively introduces the nerve block method for treating neuralgia in the form of charts and illustrations. It expounds the local anatomy, body surface location, operation key points, indications, contraindications, complications and precautions of commonly used nerve blocks in clinical practice. Enriched with clinical operation specifications and CT and MRI imaging data, it covers all current nerve block techniques at home and abroad. It integrates neuroanatomy, nerve block science and pain therapy, fully satisfying the work needs of clinicians, and is a must-have reference book for professional doctors engaged in pain diagnosis and treatment.

About Author:

ZHENG Baosen is a professor and chief physician, currently serving as the director of the Pain Department of the Second Hospital of Tianjin Medical University, the deputy director of the Anesthesiology Department of Tianjin Medical University, a graduate tutor, a member of the Pain Committee of the Anesthesiology Branch of the Chinese Medical Association, and an editorial board member of the *Chinese Journal of Pain Medicine*.

中国医院医疗质量患者体验评价报告（2019-2022）

Patient Experience Evaluation Report on the Medical Quality of Chinese Hospitals (2019-2022)



作者：张宗久、张俊

Author: ZHANG Zongjiu, ZHANG Jun

ISBN: 9787302634164

Publication Date: 9/1/2023

Page Count: 576

About the Book:

This book comprehensively reflects the experiences, major achievements and typical hospital cases in China's deepening of medical reform, improvement of patient experience and medical service level from the perspective of big data and patients. It will provide decision-making reference and play the role of think tank for the effective implementation of national deepening of medical reform and Healthy China initiative. This book elaborates on the research background, evaluation ideas, evaluation methods, evaluation results, in-depth research, discussion, and project prospect, and makes specific explanations on relevant conclusions, reasons, and prospects, with material support. This book is jointly completed by the Patient Experience Research Base of the National Health Commission, the Tsinghua University Hospital Management Institute, and the Tsinghua University Medical Data Standardization Research Center (National Medical Data Service Center).

About Author:

ZHANG Zongjiu is currently the executive vice president, professor, and chief researcher of the Tsinghua University Hospital Management Institute. Before joining the Tsinghua University Hospital Management Institute, he served as the director of the Medical Administration Bureau of the National Health Commission and the director of the Office of the National Medical Examination Commission.

康复治疗病例荟萃

Collection of Rehabilitation Therapy Cases



作者：黄富表

Author: HUANG Fubiao

ISBN: 9787302638193

Publication Date: 4/1/2024

Page Count: 477

About the Book:

The book mainly targets rehabilitation professionals, such as rehabilitation therapists, rehabilitation physicians, rehabilitation nurses, prosthetists and orthotists, community rehabilitation professionals, health management specialists, and other professionals. Starting with classic and special cases in neurological rehabilitation, musculoskeletal rehabilitation, respiratory rehabilitation, and mental rehabilitation, the book demonstrates clinical thinking and new treatment concepts based on functional rehabilitation. At the same time, it presents the most suitable rehabilitation techniques and intervention methods for various functional impairments. To address the root causes of problems, we need to start with cultivating professional talents and improving clinical practice capabilities.

About Author:

HUANG Fubiao, associate chief therapist, OT Doctor, is the director of the Occupational Therapy Department of China Rehabilitation Research Center; the director of the Occupational Therapy Teaching and Research Section of Capital Medical University; the deputy director of the Orthopedic Rehabilitation Committee of the Chinese Medical Doctor Association; and the deputy director of the Youth Committee of the Occupational Therapy Committee of the Chinese Association of Rehabilitation Medicine. He is proficient in the evaluation and rehabilitation treatment of cerebrovascular diseases, spinal cord injuries, and osteoarthropathies.

呼吸重症监护工作手册

Respiratory Intensive Care Work Manual



作者：解立新 谢菲

Author: XIE Lixin, XIE Fei

ISBN: 9787302655534

Publication Date: 4/1/2024

Page Count: 537

About the Book:

This manual covers the working procedures of MICU, the diagnosis and treatment of common critical illnesses, commonly used monitoring and treatment methods, and adds relevant content on “ECMO and ventricular assist devices”. The content is up-to-date, detailed, and practical, enabling readers to quickly grasp the diagnosis and treatment of common critical illnesses in ICU, greatly improving clinical efficiency. This book ranges from the construction of RICU to the common clinical symptoms and treatment principles in RICU, the diagnosis and treatment processes of common diseases in RICU, routine diagnosis and treatment techniques in RICU, prevention and control of nosocomial infections, as well as respiratory therapy and nursing sections. It covers everything from the construction to the use of RICU, from basics to clinical practice, from bedside care to clinical thinking, and is applicable to medical staff in RICU and medical ICU.

About Author:

XIE Fei, the director of the Critical Care Medicine Department of Respiratory and Critical Care Medicine, professor, member of the Respiratory Medicine Branch of the Chinese Medical Association, the Respiratory Medicine Branch of the Chinese Medical Doctor Association, and the Critical Care Medicine Group of the Army Respiratory Medicine Committee. As chief scientist of key research projects in military logistics, she is winner of the first prize for military scientific and technological progress, etc.

吴清玉心脏外科学

Wu Qingyu Cardiac Surgery



作者：吴清玉

Author: WU Qingyu

ISBN: 9787302622239

Publication Date: 12/1/2023

Page Count: 1260

About the Book:

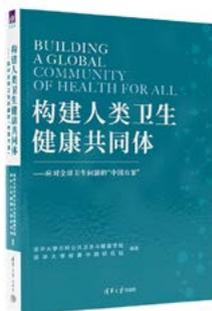
This book mainly introduces the author's theoretical and clinical experience in cardiac surgery over the years, focusing on the new progress in the field of cardiac surgery. It also covers the achievements and experiences in surgical treatment of coronary heart disease, valvular heart disease, and various other heart diseases.

About Author:

WU Qingyu, chief physician, professor, doctoral supervisor, and expert of Central Health Consultation. Currently, he is the president of the First Affiliated Hospital of Tsinghua University, director of the Heart Center, and deputy director of the Academic Committee of Tsinghua University.

构建人类卫生健康共同体——应对全球卫生问题的“中国方案”

Building a Global Community of Health for All



作者：清华大学万科公共卫生与健康学院、清华大学健康中国研究院

Author: Vanke School of Public Health at Tsinghua University,
Institute for Healthy China at Tsinghua University

ISBN: 9787302645016

Publication Date: 4/1/2024

Page Count: 380

About the Book:

At present, there is a lack of advanced ideas in global health governance, and new ideas and thoughts are urgently needed to guide the international community in facing new challenges and risks to health security. China has reached a new development stage where it needs to strengthen its soft power influence. This book interprets the connotation of “building a global community of health for all” proposed by Chinese President Xi Jinping, analyzes its relationship with the current global health governance system, and sorts out and analyzes the relevant discourse traditions and practices in major regions of the world. In response to the actual needs of improving global health outcomes, it puts forward Chinese future development strategies in the field of global hygiene and health cooperation.

About Author:

The establishment of the Vanke School of Public Health at Tsinghua University is a historic move made by Tsinghua University in response to global development trends and major national demands, as well as a timely “disciplinary response” to address major global public health issues. It focuses on conducting scientific research, policy advice and practical application in areas such as major disease prevention and control, emergency response to public health events, health policy and system innovation, and global health governance.

病原微生物保藏鉴定技术

Pathogenic Microorganism Preservation and Identification Technology



作者：刘剑君、魏强

Author: LIU Jianjun, WEI Qiang

ISBN: 9787302620655

Publication Date: 6/1/2023

Page Count: 488

About the Book:

Pathogenic microorganism identification has evolved from traditional methods such as morphology and serology at the pathogen level to molecular and genomic levels, greatly improving the accuracy of identification. Guided by the needs of key supporting technologies for the prevention and control of infectious disease pathogen identification, this book focuses on commonly and frequently occurring infectious diseases in China, as well as newly emerging infectious diseases in recent years. It has established or optimized hundreds of standardized identification techniques for infectious disease pathogens, further improved the pathogen identification and preservation technology system in China, filled the gaps in nearly 100 kinds of pathogen identification techniques (especially molecular-level identification techniques), and enhanced the ability to identify and discover pathogenic microorganisms of infectious diseases. It also provides a clearer and more accurate description of the characteristics of infectious disease pathogens.

About Author:

LIU Jianjun is a researcher, currently serving as the deputy director of the Chinese Center for Disease Control and Prevention. He also concurrently holds positions as a member of the Expert Advisory Committee on Tuberculosis of the Ministry of Health, the president of the Chinese Anti-Tuberculosis Association, and the executive director of the Tuberculosis Branch of the Chinese Medical Association. He has presided over a number of research and international cooperation projects of the Ministry of Science and Technology, and has published articles on evidence-based medicine and disease control strategies in domestic and international journals.

国家病原微生物资源库目录——第三类病原微生物目录（2020年版）

The Catalog of the National Pathogenic Microorganism Resource Bank

- Catalog of Class III Pathogenic Microorganisms (The 2020 Edition)



作者：刘剑君、魏强

Author: LIU Jianjun, WEI Qiang

ISBN: 9787302623588

Publication Date: 4/1/2023

Page Count: 228

About the Book:

As one of the country's important strategic resources, pathogenic microorganisms are essential supporting materials for the prevention and treatment of infectious diseases, scientific research, teaching, production of drugs and biological products, entry-exit inspection and quarantine, and other work. In June 2019, with the recommendation of the National Health Commission and the approval of the Ministry of Science and Technology and the Ministry of Finance, the National Pathogenic Microorganism Resource Bank was established under the China Center for Disease Control and Prevention (CCDC) to undertake the task of preserving national pathogenic microorganism resources and fulfill the national pathogenic microorganism preservation function. To this end, the CCDC took the lead in organizing relevant preservation institutions and participating units of the National Pathogenic Microorganism Resource Bank to undertake the compilation of the book.

About Author:

LIU Jianjun is a researcher, currently serving as the deputy director of the Chinese Center for Disease Control and Prevention. He also concurrently holds positions as a member of the Expert Advisory Committee on Tuberculosis of the Ministry of Health, the president of the Chinese Anti-Tuberculosis Association, and the executive director of the Tuberculosis Branch of the Chinese Medical Association. He has presided over a number of research and international cooperation projects of the Ministry of Science and Technology, and has published articles on evidence-based medicine and disease control strategies in domestic and international journals.

生命的守护者：免疫、癌症与治愈之道

Guardians of Life: Immunity, Cancer, and the Path to Healing



作者：徐庞连

Author: XU Panglian

ISBN: 9787302617785

Publication Date: 10/1/2023

Page Count: 332

About the Book:

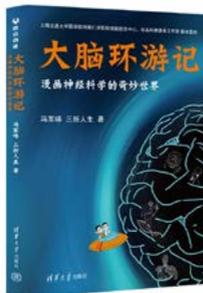
The book tells the story of scientists, doctors, and patients exploring life-or-death challenges, constantly pushing the boundaries of knowledge, and seeking therapeutic solutions. Through decades of exploration, they have discovered various pathways for the immune system to fight cancer, ushering in a new era of cancer treatment. This book introduces you to the progress of human understanding of cancer from a new immune perspective, exploring the past and present of scientific and technological hotspots. Through compelling stories, you will learn about the origin, development, and future of cancer immunotherapy. You can build a knowledge system for cancer prevention and treatment in a short time, better protecting yourself and your family.

About Author:

XU Panglian, also known as Dolphin Doctor, holds a Ph.D. in Biology from Tsinghua University and is a member of the Chinese Anti-Cancer Association and the Chinese Association for Popular Science Writing. As a scientist engaged in the research and development of new tumor immunotherapy drugs, he is passionate about popularizing tumor and immunology knowledge in his spare time. His personal science popularization WeChat public account is "Guardians of Life".

大脑环游记：漫画神经科学的奇妙世界

Journey through the Brain: A Father and Son's Neuro Exploration in a Comic



作者：冯军峰，三折人生
Author: FENG Junfeng, San Zhe Ren Sheng
ISBN: 9787302655374
Publication Date: 3/1/2024
Page Count: 240

About the Book:

Journey through the Brain is an interesting science popularization comic originally created by domestic authoritative neurosurgeon and well-known comic science author, focusing on the field of neuroscience. In the comic, a neurosurgeon takes his son on a journey through the brain, traversing through different stations of the brain, just like touring a knowledge-themed amusement park, to receive rich neuroscience knowledge. Through vivid dialogue with the child and colorful comics, it explains the knowledge of brain development, the impact of the brain on the whole body, the structure of the brain, the operation of the brain, the protection of the brain, the treatment of neurological diseases, the future of neuroscience, brain-computer interfaces, and other topics in a simple and humorous way. This comic aims to inspire readers, especially teenagers, to develop an interest in biology, medicine, brain science, and artificial intelligence, and to improve their scientific literacy.

About Author:

FENG Junfeng, MD, Chief Physician, PhD Supervisor, and Director of the Brain Injury Centre at Ren Ji Hospital, Shanghai Jiao Tong University School of Medicine. He has conducted multicenter clinical research with results published in journals such as *The Lancet Neurology*.

San Zhe Ren Sheng uses brushes to capture life in spare time. He hopes to continue his diligent writing, making knowledge more accessible.

清华大学出版社



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