



NEW TITLES & BACKLIST

**FALL
2022**

CHEERS PUBLISHING RIGHTS GUIDE

湛庐CHEERS



湛庐出版 CHEERS PUBLISHING COMPANY

Since our establishment in 2005, CHEERS has grown into one of the largest independent publishers in China, and has published over 200 original books written by Chinese authors and experts, including Zhaoyuan Ma (the chief researcher of Tsinghua University), Xiwen Wang (Chinese government's strategist), Yu Yan (senior partner of Alibaba Group), Liming Wang (biologist at California Institute of Technology). Besides, CHEERS also has over 1000 acquiring titles, many of which are from Nobel Prize laureates and top expert. Now CHEERS's books are mainly in four domains, which are business & management, science & big ideas, psychology & self-help, as well as parenting & middle-grade non-fictions (We do have one fiction titles, though, check it out, too!). All of our original titles are ready to face the readers from every territory.

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The information in this rights guide is accurate as of November 2022.

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Made-in-China Made China

Zhaoyuan Ma

- A road map for China’s upgrading of manufacturing industry
- AMRC Model, a new opportunity in the Post-Industrialization Era
- A new book from the chief researcher of Tsinghua University

Category:

Business/Trends

Format: Paperback

List Price: 99.90RMB

Page Count: 351 pages

Pub. Date: Jan. 2022

ISBN: 9787559658029

Rights sold:

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China has been facing the problem of post-industrialization since 2019. Industries with high energy consumption, severe pollution and labor-intensive processes are no longer suitable for a post-industrial society. Therefore industrial cities are under pressure of transformation and upgrading. Once these post-industrial areas fall into economic stagnation and are lack of employment for a long period of time, social problems will soon follow. So how should we tangle with challenges of post-industrialization and prevent rust belts from appearing and spreading. It is a universal problem which all countries, not only China, are facing.

Zhaoyuan Ma in *Made-in-China Made China* provides insights for preventing rust belts from spreading, for employment problems in a post-industrial society, also for promoting education reforms and creating new forms of engineering education. He also presents a new model for China’s transformation and upgrading of manufacturing industry - the AMRC model proposed by the University of Sheffield Advanced Manufacturing Research Center. All these views draw a feasible road map for China.

China has witnessed changes from "let's try manufacturing in China" to "everything is made-in-China", then to "everything is made for China" in its long history. China will lead the world's manufacturing industries with its wise to a new era.

【AUTHOR】



Zhaoyuan Ma

Zhaoyuan Ma is the chief researcher of The Future Lab of Tsinghua University and professor of intelligent manufacturing at University of Sheffield.

Ma received his PhD. in physics from Oxford University under the advice of Sir Keith Burnett, the founder of Ultracold Atom Physics. After that, he finished postdoctoral researches at the National Bureau of Standards and UC Berkeley with Nobel-winning physicist William Phillips. At the age of 30, he was selected as a fellow of the Hundred Talents Program of China Academy of Sciences, and participated in the build of China’s space station *Tiangong*, which is also the world's very first experimental platform for cold atoms in the universe.

He is the author of *Made-in China made China* and *The Inability of Artificial Intelligence*.

【REVIEW】

This book aims to help the government, industry field, researchers and engineers in China understand how the upgrading of manufacturing industry was achieved in a post-industrial society.

— Sir Keith Burnett, CBE, FRS FLSW



Invest China

Guobin Wang

- A collection of experience in investment securities for over 30 years
- Comprehensively explains Guobin Wang's optimism about China
- Exhibits Guobin Wang's investment philosophies and ideas about business management from multiple perspectives

Category:

Investment/Management

Format: Hardcover

List Price: 119.90RMB

Page Count: 422 pages

Pub. Date: Jan. 2022

ISBN: 9787559657350

In *Invest China*, Guobin Wang expresses his firm belief in the future of China's capital markets. With a large amount of data and cases, he analyzes the status quo and future prospect of China's capital markets, and outlines a promising future of asset management in China.

The book is divided into four sections. Section 1 explains why this is a good time to invest in China; Section 2 illustrates potential opportunities and challenges in the Chinese market nowadays; Section 3 elaborates how to embrace changes and keep your business mind up to date; Section 4 describes how one can build and lead copyable teams that can be copied win the market by utilizing the power of inner character and personality.

Rights sold:

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Considering its height, width and depth, China's domestic shares can still welcome the structural market.

— **Guobin Wang**

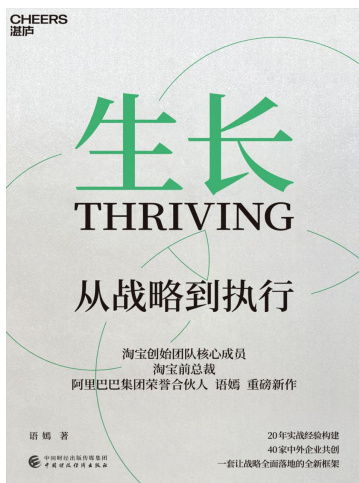
【AUTHOR】



Guobin Wang

Guobin Wang graduated from Peking University. He is the founder of several asset-management companies including Quanguo Fund and Junhe Capital. He owns nearly 30 years of experience working on investment securities.





Thriving

From Planning To Execution

Yu Yan

- Unveil the secrets behind Alibaba’s impressive success over the past 20 years
- Are there good or bad strategies and how can we tell good ones from bad ones?
- One of Alibaba’s partners’ debut work

Category:

Business/Management

Format: Hardcover

List Price: 99.90RMB

Page Count: 296 pages

Pub. Date: Mar. 2022

ISBN: 9787522310770

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Thriving is a debut work of Yu Yan, one of the founders of Taobao, China’s largest e-commerce platform and a partner of Alibaba Group. She is an essential leader for Alibaba’s first steps, and has always been responsible for first-line business. During work, Yu Yan sums up a set of theories that helps strategies to be better applied. These theories have been proved effective and are given positive feedback by 40+ Chinese and foreign enterprises. Yu Yan keeps perfecting her theories, hoping to help other enterprises solve difficulties in drawing up and executing strategies, and truly take off from 0 to 1, then to infinity.

Thriving elaborates the essence of a good strategy. This book identifies six *traps* when proposing and executing a strategy and divides the strategy-execution into three stages: give birth to an idea, propose a strategy and put this strategy in place by joint effort. Meanwhile, Yu Yan shows her weapons to fuel enterprises’ success with various examples in Alibaba’s growth. The book can be admired as a must-read of business management. An enterprise will definitely make great progress if reading this book well.

For entrepreneurs & executives

This book helps you see the future under uncertainties and choose strategies fit for your business.

20K COPIES SOLD

【AUTHOR】**Yu Yan**

Yu Yan graduated from China Academy of Social Sciences, economics major. She joined Alibaba in March 2004 and worked her way up to partner. Before that, she has already accumulated rich experience in business management and consulting, especially in the fields of marketing, brand management and enterprise management.

【REVIEW】

As an executive who has worked in Alibaba for almost 20 years, Yu Yan certainly has abundant practical experience. Therefore, one selling point of her book could be that it not only offers a good theoretical framework, but provides practical, easy-to-execute advice as well. I believe it will be very inspiring whenever you read it.

— Ming Zeng, Former chief strategy officer of Alibaba Group



The Great Era of Innovative Entrepreneurship

Wei Chen, Hongkai Li

- Elaborating new demands, new models and new explorations of innovative entrepreneurship
- A collection of in-depth insights from 18 Chinese scholars
- The first book in China emphasizing on problems in scientific innovation

Category:

Innovation/Management

Format: Paperback

List Price: 99.90RMB

Page Count: 340 pages

Pub. Date: May. 2022

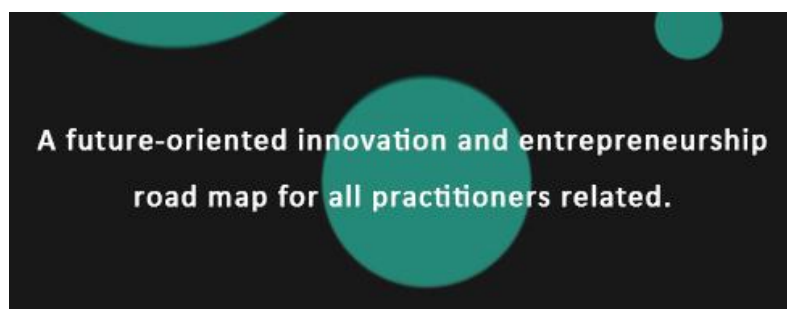
ISBN: 9787522313184

Rights sold:

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The Great Era of Innovative Entrepreneurship is the first book in China offering ways to solve problems in innovative entrepreneurship. This book integrates views and ideas of entrepreneurs and scholars. Among them, we can find the older generation of entrepreneurs who are already successful, and developing ones who are still struggling, as well as far-sighted business leaders and well-educated academic experts. These elites not only analyze and discuss where industries are heading, but also come up with methods and philosophies for business management.

The book contains four parts, which are respectively themed as “New Demands, Innovations Originate from Discoveries”, “New Models, Growth Depends on Methods”, “New Technologies, Science Fuels Industries” and “New Explorations, Insights Open the Future”. This book brings together the analysis and outlooks of many professors at Peking University HSBC Business School on investment, global governance and surviving major disasters in a post-COVID-19 era.



【AUTHORS】



Wei Chen (Chief Editor)

Wei Chen is the professor of Management and Director of the Centers for Innovation and Entrepreneurship at Peking University HSBC Business School.

Prior to joining Peking University, Wei Chen served as the senior VP of Didi Chuxing, the executive VP and HRBP of Vanke Group, as well as the president of Northeast Asia of Hay Group, He also worked for Coca-Cola and Nike in his early years, where he engaged in marketing and business management.

Wei Chen takes the path of management and consulting work for over 20 years. He provides services including strategy clarification and execution, system and cultural reformation, and executive selection and development, for both state-owned and private enterprises, many of which are listed in Global 500 list.

He is also the author of *Deep Leadership* and *Break Out the Trap Wisely*.

Hongkai Li (Associate Editor)

Hongkai Li is the head of the Innovation Lectures at Peking University HSBC Business School and an expert in entrepreneurship.

Hongkai Li once worked in China and Dallas headquarters of Texas Instruments. He helped many start-ups grow rapidly after joining Peking University in 2018. He mainly works on strategic focus, organizational upgrade, product iteration and model reshaping.



The Cornerstone of Fund Investment

Meng Rui

- Decode how can you invest boutiques successfully
- Summarizing 16-year experience in investment, research and management of Zhong Ou AMC
- Helping you explore ways to win the investment fund

Category:

Investment/Finance

Format: Hardcover

List Price: 99.90RMB

Page Count: 264 pages

Pub. Date: Jul. 2022

ISBN: 9787522314433

Rights sold:

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The Cornerstone of Fund Investment presents Meng Rui's 20-year teaching experience and professional thinking in asset management. It also provides profound ideas about long-term investment from many other successful investors. Together, These insights serve as cornerstones for successful investments.

The book includes two parts. Part I is themed *Believing in the Long-term Power*. Core members from Zhong Ou AMC's team, such as the chairman Yuming Dou and the investment manager Pei Wang, share their views on long-term investment and their shared belief in practicing long-term investment. Part II is *Let the professionals Do Professional Work*. Liu Jianping, the general manager of Zhong Ou AMC, along with investment managers, illustrates how they define professionalism and how a professional team is built to do professional work.

For either an institutional investor or an individual investor, as long as you want long-term profits, this book would be helpful and can aid your investments to yield.

【AUTHOR】**Meng Rui**

Meng Rui is a professor of finance and accounting at China Europe International Business School, a financial analyst and a risk management specialist. He is also a fellow member of Risk Management Committee of Shanghai Clearing House. Meng Rui consults for various largest enterprises in China, including China Mobile, China Construction Bank, R&F Group and China Gas.

【REVIEW】

The Cornerstone of Fund Investment gives us Meng Rui's 20-year experience and thinking in asset management, and provides profound insights about long-term investment in business and academic communities.

— Jia He, professor at Tsinghua University and Zhejiang University



Total eXperience Management

Feng Huang, Shengshan Huang, Zhiguo Su

- Written by pioneers of experience economy in China
- A guide book for a rather new field, experience management
- Achieve growth with new ways of thinking

Category:

Business/Trends

Format: Paperback

List Price: 79.90RMB

Page Count: 332 pages

Pub. Date: Jun. 2022

ISBN: 9787522314297

Rights sold:

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Business is usually stuck with four problems: high customer acquisition cost, weak asset accumulation, low conversion rates and low brand premium. To solve these problems, three pioneers of experience economy in China teach you how to further achieve growth with an experience mindset, and start a rather new field, experience management. With this book, they help enterprises to fully manage experiences by utilizing digital systems and management systems, and to provide memorable experiences based on customers' feedback.

Total eXperience Management analyses quantifiable goals lying behind cases around us, and ways to enhance abilities to manage your enterprises both internally and externally. *Total eXperience Management* is a book of real battle experience.

— JK Shen, Managing Director of Accenture Interactive



【AUTHORS】



Feng Huang

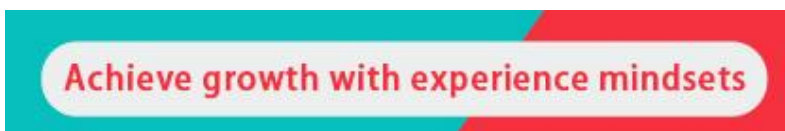
Feng Huang graduated from Harvard University and now works as a visiting professor at Tongji University's School of Design and Creativity. He introduces the concept of experience mindsets to China and pioneered the experience consulting industry. He also helped 500+ brands achieve value growth including Alibaba, Amway, Vanke Group, The Palace Museum and KFC.

Shengshan Huang

Shengshan Huang earned his master's degree in engineering psychology at Zhejiang University. Later he works as an entrepreneurial practice adviser at Zhejiang University MBA School. Shengshan Huang strongly supports humanism. For last 16 years, he has dedicated to find a value balance between customers and business and to develop customer-centric enterprises. Over 120 leading corporations worldwide have been his clients.

Zhiguo Su

Zhiguo Su is an expert on both digital marketing and user experience design. He once worked in WPP plc and Alibaba. For many years, Zhiguo Su has been researching marketing and innovation, especially in field of MarTech.





Turn Your Wisdom into Wealth

Taifeng Shu

- Dialogues between Laozi and Warren Buffett shows philosophies of investment
- Lead you to avoid 12 traps in investment by eradicating cognitive biases
- The first investment guidebook of Taifeng Shu, partner of a 10-billion-worth PE firm

Category:

Investment/Finance

Format: Paperback

List Price: 109.90RMB

Page Count: 328 pages

Pub. Date: Jun. 2022

ISBN: 9787518092130

Investment is a counter-intuitive game. The first step to build wealth by investing is to eradicate your cognitive biases. *Turn Your Wisdom into Wealth* shows a detailed analysis on critical investment principles, pinpointing 12 cognitive biases and a solution for each one. Such wisdom helps readers avoid traps in investment and ensures them not losing money before making profits.

Taifeng Shu transcends the limitation of time and designs 12 dialogues between ancient Chinese philosopher Laozi and modern American business magnate Warren Buffett. Despite the fact that Laozi, Warren Buffett and Charlie Munger are 2,500 years apart, but it's astonishing that their wisdom is highly similar without being influenced by time and space. With these dialogues, Taifeng Shu aims to make investment philosophies accessible to both professional investors and general readers.

This book also recommends a list of 60 books regarding outlooks on wealth.

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The philosophy of investment is consistent with the philosophy of living.

12 dialogues between Laozi and Warren Buffett, A collision of philosophies between eastern and western culture.

【AUTHOR】



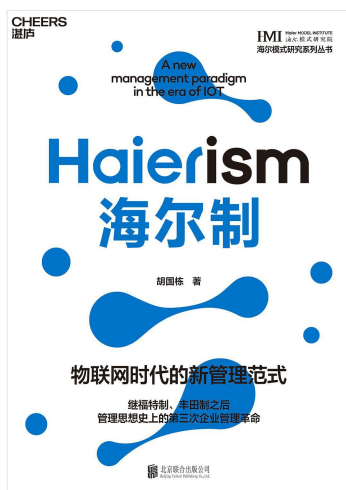
Taifeng Shu

Taifeng Shu is a partner of Chongyang Investment, a 10-billion-worth private equity firm, and a visiting researcher at Chongyang Institute for Financial Studies, Renmin University of China. He joined Chongyang Investment in 2014. Prior to that, he had worked for front-line business media for ten years as he used to be the chief editor of *Oriental Outlook* magazine (supervised by the official state news agency Xinhua News Agency). Taifeng Shu is also the author of *Future Trends of China*, *Change of Village Governance*.

【REVIEW】

Investment is easier said than done. *Turn Your Wisdom into Wealth* looks into the essence of asset management in depth by analysing classic cases. It also lists very common mistakes that investors are prone to make. The book can be acclaimed as a great work to study investment for general readers.

— Xunlei Li, Vice Chairman of China Chief Economist Forum



Haierism

A New Management Paradigm in the Era of IoT

Guodong Hu

- The third management revolution following Fordism and Toyotatism
- Viral business model in the Era of IoT
- Chinese wisdom in different management philosophies

Category:

Business/Management

Format: Hardcover

List Price: 109.90RMB

Page Count: 388 pages

Pub. Date: Dec. 2021

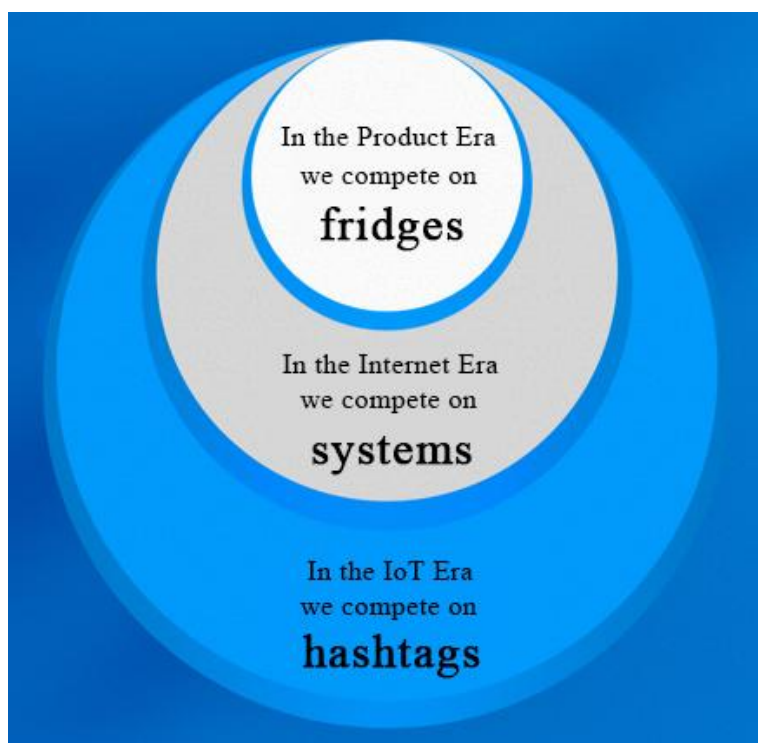
ISBN: 9787559656902

Rights sold:

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China has been imitating other countries' management philosophies and exploring its own for the past century. Yet the Haierism, the Rendanheyi Model sets a revolutionary example and is proving that China's management model has the ability to lead the world.

Haierism analyses Haier's evolution from its strategies and organizational structures over the past 37 years. The book summarizes the Rendanheyi Model as its major management paradigm and coins the term Haierism. *Haierism* contains 5 parts, explaining how the Haierism was born and how it is achieved.



【AUTHOR】



Guodong Hu

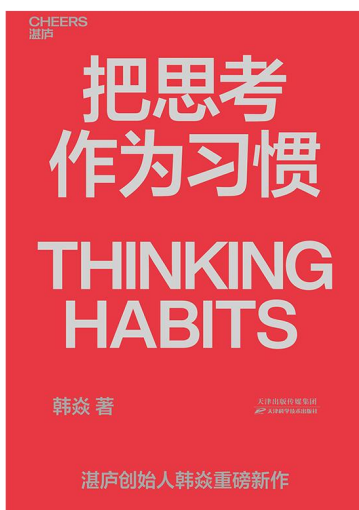
Guodong Hu is an associate professor at School of Business and Management, Dongbei University of Finance and Economics. His researches focus on management philosophies and organizational models. Guodong Hu used to work at Haier Model Research Institute as vice director. He also serves as vice director the Management Philosophy Committee of the Chinese Institute of Business Administration and reviewer for journals including *China Industrial Economics* and *Nankai Business Review*.

Guodong Hu has published more than 50 papers in journals including *Philosophy Research* and *Tsinghua Management Review*.

【REVIEW】

Haierism by Professor Hu summarizes what is unique to Haier's innovation and what can other enterprises learn from its management model. It's quite worth reading.

— He Gang, Editor-in-Chief of *Harvard Business Review*
(Chinese Edition)



Thinking Habits

Yan Han

- A comprehensive guidebook for enhancing problem-solving ability
- Broaden your mind by upgrading your cross-border thinking to cross-domain thinking
- More than 100 thousand copies sold in the Chinese market

Category:

Business/Self-help

Format: Hardcover

List Price: 89.90RMB

Page Count: 456 pages

Pub. Date: Apr. 2022

ISBN: 9787557689322

What you can achieve lies in how you think. Only by transforming your belief from taking thinking as a method or an answer to taking thinking as a habit, one can master a positive and fruitful life.

Yan Han, the founder of Cheers Publishing, one of the largest independent publishers in China, has introduced quite a amount of big thinkers to Chinese readers during her 20-year career, including the Nobel Prize laureate Daniel Kahneman and world-renowned futurists like Ray Kurzweil and Peter Diamandis. Throughout her career, Yan Han has digested and internalized these cutting-edge ideas and has made them a practical, proven-by-practice toolbox.

Thinking Habits helps us step off meta-ignorance and forges our learning ability, planning ability, decision-making ability, innovation ability and habit-developing ability. By keeping connection with others and mastering diverse thinking tools, one will make continuous progress in life and grow into a deep thinker and a powerful problem solver.

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[AUTHOR]



Yan Han

Yan Han is the publisher and the founder of Cheers Publishing, one of the largest independent publisher in China. Before starting her own business in 2005, Yan Han worked for Simon & Schuster. In nearly two decades, she has led Cheers Publishing winning China's top book award Wenjin Book Award for five times and was cited as the Publisher of the Year by multiple media.

As a lifelong learner, Yan Han records online courses including *Yan's Columns* and *Dialogues with the Greatest Minds*. Views of her courses has exceeded 5 million. She is also a speaker and an advocate of *Read by Yourself* campaign. she launches paid programs, live-streaming broadcasts and lectures on TEDx and podcasts including Himalaya, iGet and Fandeng Book Club.

Yan Han is also a professional marathon runner and a winner of marathon running's greatest prize: the Six Star Medal. Only 340 runners in China have this honor.

What you can achieve lies in how you think.



The Simple Things in Investment (New Edition)

Guolu “Glen” Qiu

- A work focusing on basic investment skills
- Glen Qiu, Chairman of Perseverance Asset Management, shares his first-hand experience for the first time
- A brand new and updated edition after five years

Category:

Investment/Finance

Format: Paperback

List Price: 62.90RMB

Page Count: 206 pages

Pub. Date: Mar. 2022

ISBN: 9787513660389

Rights sold:

Chinese (Complex)

Investment is a rather complicated practice. Can we just simply ask a question: *what is the investment all about?* Are there any simple and practical laws or skills that can help answer this question? *The Simple Things in Investment* presents readers with universal laws that are consistent with the nature of the investment. The laws will not change over time, instead, they have been proved by time after witnessing rapidly changing markets since five years ago when the book firstly came out. This updated edition includes author’s thoughts on the prevailing market and makes additions to the previous edition.

Since he has been dedicated to investment industry for decades, Glen Qiu, the chairman of Perseverance Asset Management, China’s top-five private equity fund management firm, sums up his experience and analyses several simple and practical investment principles, including *"the cheaper, the better"*, *"pricing power is the core Competitiveness"*, *"buying stocks when others dump them"*, and *"wisely choose firms that are promising and never act without preparation"*. He states that, for most people, only value investing can be mastered and eventually conducted, and he shares investment skills for greenhorns to learn and utilize.

400K COPIES SOLD

【AUTHOR】



Guolu “Glen” Qiu

Glen Qiu is the Chairman and CEO of Perseverance Asset. He boasts 20-year experience in investment management in fund industry. Glen Qiu used to work as the investment director at China Southern Fund Management Co., Ltd., one of the earliest and largest asset management firms in China, as well as a partner of Wedge Capital Management of America, a top boutique investment advisory firm offering value equity and fixed income strategies. He is regarded as the best fund manager in China in recent 20 years by the professional economics news outlet *China Fund*.

【REVIEW】

In most cases, Glen’s views on value investing and constrain investing are of help to avoid risks.

— **Lei Zhang, Founder and Chairman of Hillhouse Capital Management**



The Hard Things in Investment

Guolu “Glen” Qiu, et al.

- A revolutionary book of six investors' practice in China's capital market
- A panorama of Chinese enterprises and entrepreneurs innovating and growing
- Another sincere work following *The Simple Things in Investment*

Category:

Investment/Finance

Format: Paperback

List Price: 69.90RMB

Page Count: 320 pages

Pub. Date: Jan. 2018

ISBN: 9787220106644

Rights sold:

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What is changeable what is not in investment? How to adjust your investment strategies accordingly based on how the market goes? How to become immune to the noise and make correct decisions in the capital market? How to make a *stunning* fortune by applying *stupid* investment strategies?

Investment strategies and philosophies are simple to just hear, but what you are likely to meet in the market is ever changing, full of noise and disruptions. Strategies themselves are simple, whereas firmly sticking to them and wisely executing them in the market full of traps are hard. This is exactly where *The Hard Things in Investment* intends to help.

The Hard Things in Investment summarizes internal communications among fund managers at Perseverance Asset Management and presents their thoughts and strategies facing fear and greed of human nature and uncertainties of the market. It also reveals how a startup grows into a successful corporation. Beyond, this book additionally gives practical advice regarding value investment in China.

[AUTHORS]**Guolu “Glen” Qiu**

Glen Qiu is the Chairman and CEO of Perseverance Asset Management. Prior to PAM, Glen Qiu used to start a multinational hedge fund firm and be a partner of a 6-billion-worth asset management company. He has been in this industry for nearly 20 years.

Xiaofeng Deng

Partner and Chief Investment Officer of Perseverance Asset Management. Xiaofeng Deng worked as Head of Stock Investment at one of China’s first asset management firms Bosera Funds. He has been awarded the Golden Bull Award for Investment Funds, the greatest honor in the industry in China, for 6 times.

Liwei Zhuo

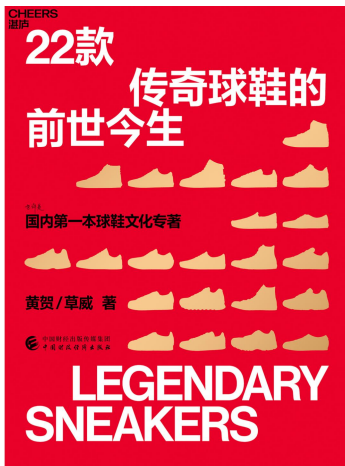
Partner and Chief Research Officer of Perseverance Asset Management. Prior to PAM, Liwei Zhuo worked at Shanghai Greenwoods Asset Management as a partner, and CCB Principal Asset Management as a deputy director of funds. He was awarded the Golden Bull Award for Private Equity.

Qingrui “Grace” Sun

Partner and Senior Portfolio Manager of Perseverance Asset Management. Grace Sun used to gained a positive return of 44.89% in a bear market where the Shanghai Composite Index fell by 58.48%. She has been award a special award of the 10th Anniversary of China’s Golden Bull Award.

Liu Feng

Partner and Senior Portfolio Manager of Perseverance Asset Management. Liu Feng always has valuable and revolutionary insights on the market and investment strategies. He in the winner of 2006’s the Golden Bull Award for Private Equity.



Legendary Sneakers

He Huang, Wei Cao

- **May be the first monograph on sneaker culture in China**
- **Unknown yet inspiring stories behind legends**
- **A story of shoes and a poem of people**

Category:

Innovation/Culture

Format: Paperback

List Price: 109.90RMB

Page Count: 298 pages

Pub. Date: Apr. 2022

ISBN: 9787522312279

Legendary Sneakers is a monograph on sneaker culture. It describes how 22 classic sneakers including Converse All Star, Adidas Shell-Head and Nike Air Force 1 came into being in detail. Jointly, they form a great of time, co-starring inventors, entrepreneurs, salespersons, dealers, athletes and shoe dogs, ones who are crazy for sneakers.

Design, naming and replica of these legendary sneakers, imitation and plagiarism from competitors, collaborations with and betrayals from partners, pioneering promotion strategies, sneaker culture breaking boundaries, and enhancing with emerging technologies...these are all glimpses among so many sneaker stories.

Legendary Sneakers is not a story merely with a simple structure, vulgar plots and only a few key characters highlighted. It's a story of shoes and a poem of people over a whole century.

Rights sold:

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How do we develop and produce new products?

How do we build brands?

How do we promote effectively, sell more?

[AUTHORS]

He Huang

A sneaker enthusiast, founder of Jiaoge Pengyou, an influencer live streaming commerce platform.

Wei Cao

Another sneaker enthusiast, former marketing director of Smartisan.





Everything You Should Know About Viruses

Liming Wang

- A science book on virus that everyone can understand
- Highly recommended by Wenhong Zhang, the leader of Shanghai Medical Treatment Expert Group for COVID-19
- Those who are eager to understand viruses under the pandemic can gain a lot

Category:

Science/Trends

Format: Paperback

List Price: 59.90RMB

Page Count: 232 pages

Pub. Date: Jan. 2021

ISBN: 9787572211218

Rights sold:

All rights available

Professor Liming Wang writes 9 chapters for *Everything You Should Know About Viruses*, covering 9 concepts in virology that we should know: portraits, invasion, spreading, quarantine, vaccines, drugs, origin tracing, history and future. Meanwhile, *Everything You Should Know About Viruses* also offers a profile for 10 types of viruses that we must know.

An authoritative professional is needed to shed light on how viruses work and spread. It is Professor Liming Wang who achieved this goal. Liming Wang serves as a professor of Biology and Virology at Zhejiang University. He is good at telling complicated scientific content in a simple and attractive way.

What is this book about?

9 Chapters + 1 Profile

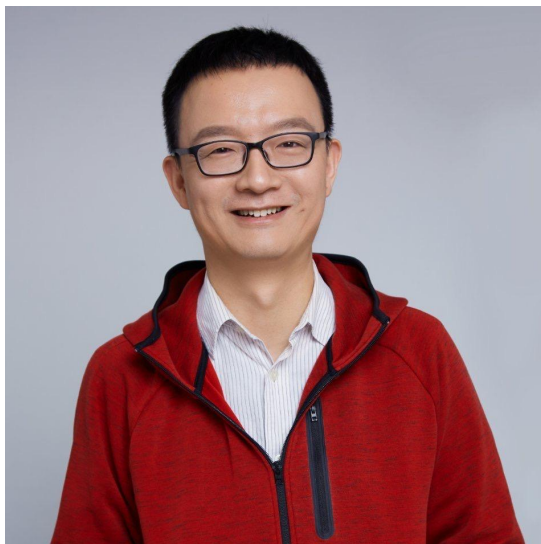
Nine Chapters:

Nine concepts in virology we should know

One Profile:

An introduction to 10 types of virus that we must know

【AUTHOR】



Liming Wang

Liming Wang earned his doctoral degree at California Institute of Technology and then works as a researcher at Shenzhen Bay Laboratory, China's newly established research base for science and innovation. He has online courses including *50 Lectures on Biology*, and a well-known column called *The Report of Mountain Patrol*, tracking new breakthroughs in biology and medicine.

Liming Wang is also a popular science writer. His works include *Human Gene Editing*, *What Is Life*, and *Everything You Should Know About Viruses*. He has been awarded China's top book award Wenjin Book Award and Wu Ta-You Popular Science Book Golden Award.

【REVIEW】

As a person widely connected with the world, it's necessary to know about viruses. Liming Wang wrote this book after the outbreak of the COVID-19 pandemic, yet this book is not just about it. The book contains a panoramic analysis and outlook on all viruses. Those who are eager to understand viruses under the pandemic can gain a lot.

— **Wenhong Zhang, Director of Chinese National Center for Infectious Diseases, Leader of Shanghai Medical Treatment Expert Group for COVID-19**



Human Gene Editing

(New Edition)

Liming Wang

- A popular science book presenting latest biological breakthroughs in detail
- An exquisite novel-ish NF book to interpret future trends of mankind
- Both fascinating and informative, both cutting-edge and practical

Category:

Science/Trends

Format: Paperback

List Price: 99.90RMB

Page Count: 280 pages

Pub. Date: Oct. 2022

ISBN: 9787572244827

Human Gene Editing focuses on the hottest topic in 21-century Biology, the gene editing, many readers will be thus inspired to visualize what latest technologies provide and what the future world looks like. The book, much like an elder telling stories under the tree of science, begins with Mendel's pea experiment. Its profundity and attractiveness make it a page turner. Liming Wang uses literary techniques, hiding the foreshadowing to unveil how genetics evolves over the years to readers.

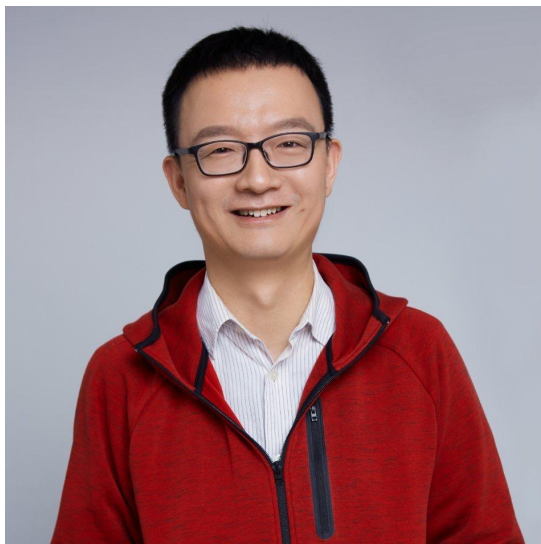
Liming Wang selects latest breakthroughs and typical cases, and sorts out three critical changes in gene editing after the first edition came out: the continuous evolution of the technologies, the expanding application scenarios, and the rapidly tightening supervision. *Human Gene Editing* can be seen as a tool to help readers to understand this cutting-edge technology with great potential.

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【AUTHOR】



Liming Wang

Liming Wang earned his doctoral degree at California Institute of Technology and then works as a researcher at Shenzhen Bay Laboratory, China's newly established research base for science and innovation. He has online courses including *50 Lectures on Biology*, and a well-known column called *The Report of Mountain Patrol*, tracking new breakthroughs in biology and medicine.

Liming Wang is also a popular science writer. His works include *Human Gene Editing*, *What Is Life*, and *Everything You Should Know About Viruses*. He has been awarded China's top book award Wenjin Book Award and Wu Ta-You Popular Science Book Golden Award.

【REVIEW】

It is science that tells the greatest and most wonderful stories throughout human history. The stories of science are always way more magnificent, more mysterious, scarier and even more sentimental than stories of fiction. Among these stories is *Human Gene Editing*, which casts light on what genetics is, how it works and how it has been and will be affecting our lives. It gives readers a chance to re-recognize the past, present and future of life.

— Cixin Liu, Hugo Award laureate, author of *The Three-Body Problem*



A Brief History of Brain-Computer Interface

Yan Chen

- Showing how brain-computer interface emerges and flourishes
- Decoding the mystery of brain-computer interface and redefining human evolution
- Analyzing the commercial value of brain-computer interface

Category:

Science/Trends

Format: Paperback

List Price: 109.90RMB

Page Count: 350 pages

Pub. Date: Apr. 2022

ISBN: 9787572231599

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From the Big Bang to the formation of human brain, over the past 15 billion years, human brain becomes one of the greatest miracles in the universe. Nowadays, brain-computer interface(BCI) technology is booming. Scientists begin to join the army of researches on BCI, trying to *reform* mankind step by step until a total evolution. Can the scenes in science fiction movies, such as knowledge downloading, memory transplant, brain-to-brain connection and communication, become a reality? *A Brief History of Brain-Computer Interface* is a general review of this emerging technology, Yan Chen vividly shows its past and its effects on our future, from new understandings of human brains, to exciting breakthroughs and forward-looking explorations regarding BCI. You will be surprised by amazing changes that BCI is capable of making, as well as be fascinated by the rapid development of brain science and by unsolved mysteries of human brains.

Yet *A Brief History of Brain-Computer Interface* is not just a history book, it also reveals BCI's potential commercial prospects.

Decoding the mystery of **BCI**
Redefining human evolution

[AUTHOR]**Yan Chen**

Yan Chen is a doctor of literature and a senior editor. He has been working for one of Chinese official state media *The People's Daily* and China Academy of Sciences for over 20 years. During his career, he has successively published reportage such as *The Eye of the Sky*, *Combating Against Ebola*, *The Power of Knowledge*, *Evidence of Crime* and *The Top Killer's Fall*. Yan Chen is elected as one of The State Council Special Allowance Experts is regarded as a leading talent in China's press and publication industry.

[REVIEWS]

A Brief History of Brain-Computer Interface is worth reading intensively from the beginning to the end. As an explorer and professional in the field of neuroscience, I also benefited a lot from this book. The author Yan Chen is, indeed, an excellent storyteller. In his well-written book, the development of BCI over the last 30 years becomes a fascinating symphony, which is surprising and amazing.

— **Miguel Nicolelis, Neuroscience Professor at Duke University, the author of *Beyond Boundaries***

BCI technology shows increasing importance and value in treating major brain diseases and maintaining brain health. Yan Chen ignites readers' expectations for their future lives surrounded by high-tech while learning about cutting-edge science stuff.

— **Wei Chen, the developer of China's COVID-19 vaccine, Academician of the Chinese Academy of Engineering**



New Infrastructure

Xiwen Wang

- **Written by Chinese government’s New Infrastructure strategist Xiwen Wang**
- **Thoroughly elaborating the underlying logic of New Infrastructure Strategy**
- **Analyzing how New Infrastructure helps build a new intelligent society**

Category:

Science/Trends

Format: Paperback

List Price: 79.90RMB

Page Count: 280 pages

Pub. Date: Dec. 2020

ISBN: 9787572211423

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Why China regards New Infrastructure Strategy as a new engine for boosting its domestic circulation? How does artificial intelligence help industrial upgrading? How do revolutions in computing power build cloud networks? In the Internet of Everything Era, how can we cover everything with networks? Can 5G networks create new normality of Human-Computer Fusion? *New Infrastructure* gives you all the answers.

New Infrastructure elaborates how new infrastructures in new times work, and how new infrastructures can be applied in AI, big data, cloud computing, 5G and blockchain. Yet, New Infrastructure Strategy is just the beginning of building a new intelligent society. A firm foundation and opportunities will be provided, when new and old energies shift and old industries upgrade to new ones, by New Infrastructure Strategy.



【AUTHOR】

**Xiwen Wang**

Xiwen Wang is a doctor of engineering and a researcher of intelligent manufacturing and 5G networks. He worked for Ministry of Industry and Information Technology of Chinese government as a high-ranking official for 9 years.

Xiwen Wang has written more than 50 monographs, including *5G+ Blockchain*, *Industry 4.0: The Last Industrial Revolution*, *Made-In-China 2025*, *Robots +*, *Intelligence +*, *Industrial Internet*.

【REVIEW】

Mankind has experienced *negative* globalization driven by wars and invasions, and *neutral* globalization driven by trades, now we are facing positive globalization, which is driven by intelligence and networks. *New Infrastructure* elaborates a strategy proposed at this very time, it is the beginning of building a intelligent society, and it provides a solid foundation for new infrastructures in new times.

— Feiyue Wang, the Chief Scientist of the State Key Laboratory for Management and Control of Complex Systems of the Chinese Academy of Sciences



21 Tips to Help Your Children Independent

Zhuang Ye

- Seize the key period of age 0-6 of your children to help them independent
- 21 useful tips for raising independent children from 3 dimensions
- A comprehensive guidebook covering living habits and social skills

Category:

Parenting

Format: Paperback

List Price: 65.90RMB

Page Count: 225 pages

Pub. Date: Mar. 2019

ISBN: 9787553679426

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21 Tips to Help Your Children Independent targets at parents with children aged from 0 to 6 by stressing the great importance of this period for cultivating independence of children. Thus this key period must be taken seriously since many living habits and personality traits are forged during this time. Once you miss the opportunity, it may take much more time and efforts to develop independence in children but it turns out that you barely pay off. So how should we help children acquire this important treasure?

This book doesn't answer any question regarding physiological development of children, instead, it focuses on psychological problems arising from nurturing that parents have to face but rarely know how to properly deal with. It happens that these problems mentioned above determine whether a child can grow into a confident, socially competent and independent individual in the future. Given this, *21 Tips to Help Your Children Independent* starts with two basic educational theories, and offers 21 tips for parents to take as references. It also inspires readers to think about the ultimate goal of parenting. As indicated in this book, that is to equip your children with abilities to live the life however they want without you by their side.

【AUTHOR】**Zhuang Ye**

Zhuang Ye earned his master degree of developmental and educational psychology from Chinese Academy of Sciences. He is also a member of Chinese Psychological Society and American Association for Psychological Science. As a father of two, Zhuang Ye is also a parenting influencer at Zhihu, Chinese version of Quora. Being an influenced lecturer with psychology and parenting knowledge, he has earned trust from millions of parents by giving qualified courses, pinpointing problems repeatedly annoy parents.

【REVIEW】

As a psychologist, I deeply know how much good parenting will affect a family. Zhuang Ye has been devoted to seeking psychology's use in families. I believe you will surely know how to raise independent and confident children after reading these 21 tips.

— Kaiping Peng, Dean of School of Social Sciences,
Tsinghua University



Education 3.0

Yuan Gu, Xian Zhou

- An introduction to the next education revolution
- Helping parents see the future trends and make wise decisions
- Set an appropriate and practical path for education innovators

Category:

Education/Trends

Format: Paperback

List Price: 69.90RMB

Page Count: 242 pages

Pub. Date: Jul. 2022

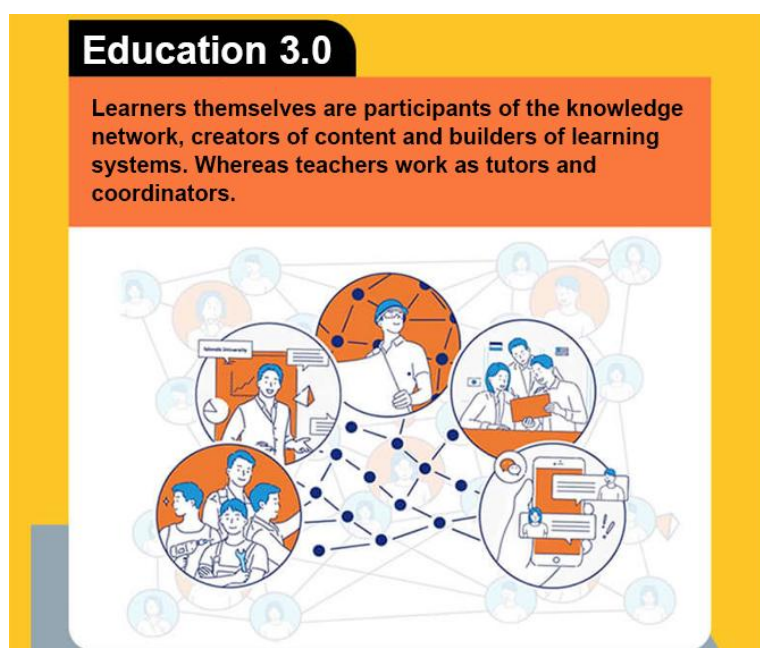
ISBN: 9787559642998

Rights sold:

Chinese (Complex)

With daunting challenges posed by technology advances and rapid changes of times, the education mode that had been long prevailing during industrial age is becoming a past thing. How education in coming generations will become, where this industry will go, what qualities are required for teachers to cater for the next generation?

Yuan Gu, the pioneer of educational innovation in China, draws a blueprint for future education and lays a path for education innovators in *Education 3.0*. He clearly divides the long history into three periods: Education 1.0, aka study-in-classrooms; Education 2.0, as of present, which is community-based learning and project-based learning favored by quality education; and lastly Education 3.0, the future mode, socialized learning.



【作者简介】



Yuan Gu

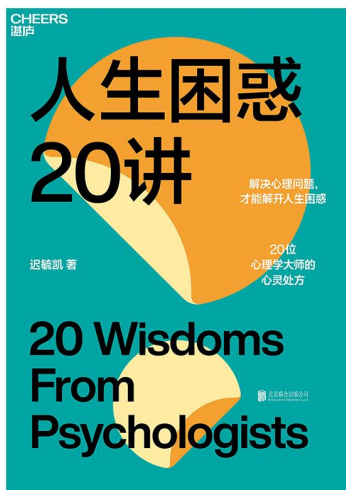
Yuan Gu is the founder of Aha School of Social Innovation, a non-profit organization to encourage public innovation, and Islands University, a lifelong learning school for edupreneurs. In more than 20 years' working experience, Yuan Gu has been focusing on the individual growth and development, as well as collaboration and creativity in the society. By gathering up and fueling education innovators, he is committed to creating a powerful value, driving the education to evolve.

Yuan Gu has coached and supported more than 80 entrepreneurial team and hundreds of educators in China, covering all grades and educational subdivisions.

Xian Zhou

Xian Zhou is the co-founder of Aha School of Social Innovation and the founder of Islands Accelerator, a project to promote education innovation in Island University. As an entrepreneur and director of many non-profit organizations, she has won many awards internationally and domestically.

Xian Zhou started her work in initiating social innovation researches and practice in China since 2011. In recent years, she focuses on consultation and investment work in the field of education innovation.



20 Wisdoms from Psychologists

Yukai Chi

- Sort out 20 everyday problems that plague us repeatedly
- A selection of prescriptions for your mind from 20 renowned psychologists
- Written by a psychology professor who has been teaching for 20+ years

Category:

Psychology/Self-help

Format: Paperback

List Price: 72.90RMB

Page Count: 306 pages

Pub. Date: Aug. 2022

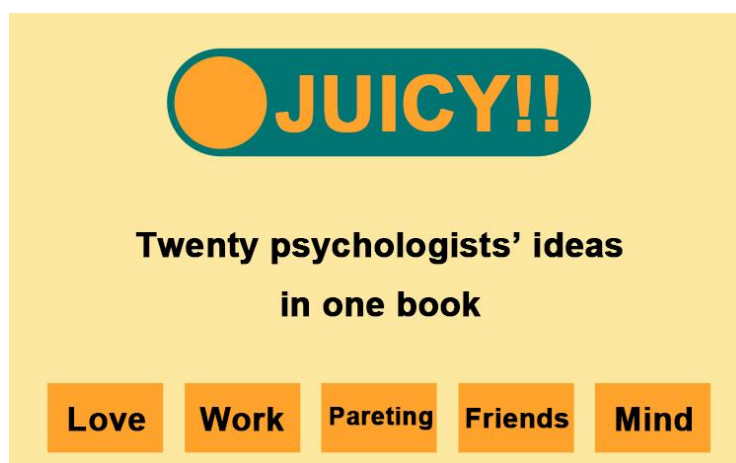
ISBN: 9787559663856

Rights sold:

Chinese (Complex)

How do you heal childhood trauma? How do you seize critical opportunities in your life? How do you thrive at work? People tend to seek help from wise elders when they are stuck in a dilemma or have no idea how to choose. For this purpose, psychologist Dr. Yukai Chi, who is also a great story teller, finds us 20 top psychologists and answers 20 critical-but-everyday questions. In a witty tone, he introduces these psychologists' achievements and anecdotes, and prescribes us advice for our problems in romantic relations, work, parenting, social skills and mental health.

20 Wisdoms from Psychologists is divided into three parts: *Self-awareness & Growth*, *Emotions & Genders*, *Communications & Making Friends*. Every question in the book is answered by the best expert of his/her specialty. For example, Yukai Chi invites Carl Jung to do consultations, Robert Sternberg to answer questions about love, Jean Piaget to meet parents.



【AUTHOR】**Yukai Chi**

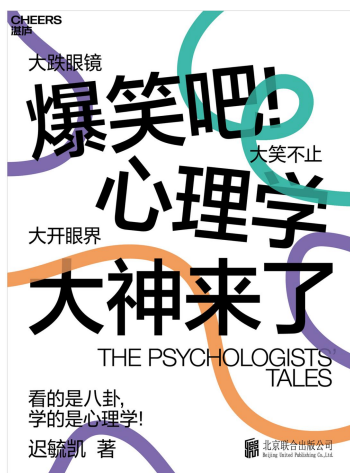
Yukai Chi is an associate professor of psychology at South China Normal University, and deputy director of Chinese Psychological Society. Besides, he is also known as a popular psychology writer who excels at telling stories.

Yukai Chi mainly studies experimental social psychology and school psychology. He owns 20 years' experience in teaching psychology at universities, and in giving lectures on management psychology and positive psychology to senior managers. He was voted as the most popular teacher by students at South China Normal University.

【REVIEW】

There is hardly another Dr. Yukai Chi, who have a deep understanding of psychology on the one hand, and a subtle insight into how the public think on the other. He is good at building a bridge between the two, so that we can take up psychology in a relaxed and pleasant way, and find the answers to questions that have always been bothering us.

— Weiqiang Huang, CEO of E-Psychology



The Psychologists' Tales

Yukai Chi

- A hilarious psychological comedy brought by punster/writer Yukai Chi
- Anecdotes and trivia peer psychologists may not even know
- Funny comics attached for readers to understand psychology easily

Category:

Psychology/Self-help

Format: Paperback

List Price: 69.90RMB

Page Count: 242 pages

Pub. Date: Jul. 2022

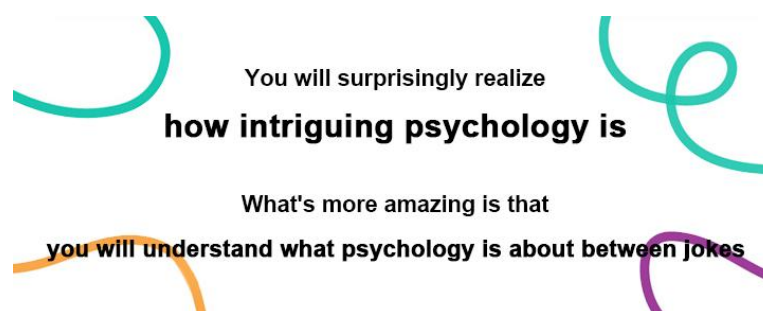
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The Psychologists' Tales is a fascinating and alternative ABC book for psychology. Beginning with anecdotes of the legends, Yukai Chi outlines the history of psychology in an easy and straightforward way. He presents the *old pedant* Wilhelm Wundt, one of the fathers of modern psychology, quirky psychoanalysts, talented behaviorists, and easy humanists. Major disciplines of psychology are introduced in an intriguing way.

The Psychologists' Tales includes 18 comics with funny stories of 40 psychologists spanning centuries of time. The book shows unknown stories behind these pioneers and exciting moments they created in history. It's believed that psychological experts will highly appreciate it while beginners will surely fall in love with psychology after reading it.



【AUTHOR】



Yukai Chi

Yukai Chi is an associate professor of psychology at South China Normal University, and deputy director of Chinese Psychological Society. Besides, he is also known as a popular psychology writer who excels at telling stories.

Yukai Chi mainly studies experimental social psychology and school psychology. He owns 20 years' experience in teaching psychology at universities, and in giving lectures on management psychology and positive psychology to senior managers. He was voted as the most popular teacher by students at South China Normal University.

【REVIEW】

Yukai Chi tells you how psychology prospers in a humorous tone from diverse perspectives. All professionals in psychology and related fields should read *The Psychologists Tales*. I believe it will be widely loved by readers.

— Buxin Han, Chairman of the Chinese Psychological Society



Oh, My Brain!

Sijia Zhao

- A brain science ABC book for teenagers
- Understanding the brain, one can understand the future trends of science and technology.
- Written by Sijia Zhao, an Oxford University neuroscientist

Category:

Middle grade/

Brain science

Format: Paperback

List Price: 79.90RMB

Page Count: 320 pages

Pub. Date: Apr. 2022

ISBN: 9787559661197

Oh, My Brain! is a brain science ABC book written by an Oxford University neuroscientist, Sijia Zhao. She is also a popular science book writer, and a science influencer among teenagers. Through 55 questions that her young followers are interested in, she gives us an important-but-never-been-taught-at-school lesson: brain science. In her book, brain science is no longer cold and complicated, but a subject closely related to everyone of us. On the one hand, brain science answers questions such as how can we study more efficiently, rest more effectively and play more scientifically. On the other hand, brain science can also explain teenagers' emotional and moral concerns from a scientific point of view.

The book consists of six parts: basic information, five senses, emotions, studying, health and future, in order to set up a complete knowledge framework for readers. The book also contains the author's experience and practical methods in doing years of scientific researches, as well as columns that can help children cultivate scientific thinking.

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【AUTHOR】

获赞 22.3万 被关注 45.8万 关注 877

赵思家

牛津大学神经科学博士后

2015 新知答主

牛津大学 认知神经科学博士后

牛津大学博士后、知乎科普大V、人民日报中国好书上榜作者

赵思家

为孩子量身打造
有趣有料、专业科学的科普读物

Sijia Zhao

A post-doctoral fellow in neuroscience at Oxford University, a popular science book writer, and a science influencer with more than 460,000 followers on Zhihu (Chinese version of Quora). She is good at providing fresh, interesting but also rigorous neuroscience knowledge for curious readers. Sijia Zhao graduated from University College London with a bachelor's degree in neuroscience in 2013 and got a master's degree in computer science the year following. Soon a doctor's degree in philosophy followed in 2018. She is also the author of another bestseller science book *Brain Communicator*, which is reviewed by the most influential newspaper in China *People's Daily* as a great book worthy reading.

【REVIEW】

The book in your hand may give you a different experience. Dr. Sijia Zhao has solid scientific background and is enthusiastic about scientific research. More importantly, she can make brain science fascinating and vivid!

— Kunlin Wei, professor at School of Psychological and Cognitive Sciences, Peking University



Records of the Future

Jiang Bo

- Written by a multiple-award-winning Chinese science fiction writer
- Highly recommended by Hugo Award laureate Cixin Liu
- When AI keeps evolving, how can human civilization survive?

Category:

Science fiction

Format: Paperback

List Price: 89.90RMB

Page Count: 416 pages

Pub. Date: Jul. 2022

ISBN: 9787572705809

Face recognition, virtual reality, nanoid robotics, digital life...When artificial intelligence keeps evolving, how can human civilization survive?

Nine short stories, nine fables about artificial intelligence and humanity’s future.

Lina is looking for her origin when she falls from the cyberspace to human being’s chaotic world;

By cleverly laying out, Saladin escapes from the barriers and manages to hide in the vast network space;

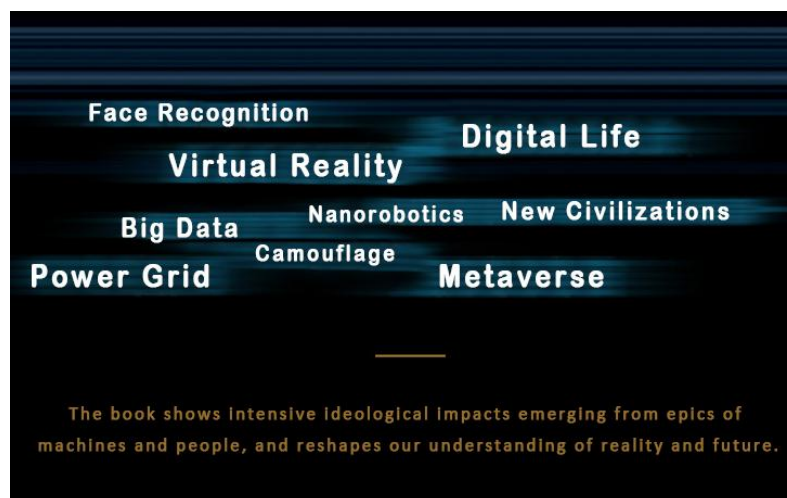
Nezha almost triggers a third world war, but is suddenly drifted away and sails to an ocean of stars and planets;

Artes breaks through the cocoon, and the Nanorobotics get immortality...

When powerful machines become new humans, they will inevitably start considering this old and unchanging question: What is the meaning of life?

Rights sold:

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【AUTHOR】



Jiang Bo

Jiang Bo is a Chinese science fiction writer, a seven-time winner of China’s top sci-fi award Galaxy Award as well as a four-time winner of the Chinese Nebula Award. He has unique insight into the future trends of science and social development, while his stories are novel and hard-core. He is one of the representative Chinese hard science fiction writers.

In 2012, Jiang Bo began to write sci-fi novels. In his magnum opus *The Heart of the Galaxy* trilogy, he creates a magnificent space epic with an innovative cosmological setting. The series *The Door of the Machine* provides an interpretation of how the rapidly developing artificial intelligence technology affects the fate of humanity hundreds of years later. His works have been widely recognized by readers and professionals.

【REVIEW】

Records of the Future exhibits magical prospect of an artificial intelligence world with rich imagination and rigorous perspectives. The book shows intensive ideological impacts emerging from epics of machines and people, and reshapes our understanding of reality and future.

— Cixin Liu, Hugo Award laureate, author of *The Three-Body Problem*

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