

文化守望者 知识摆渡人

SPM 南方出版传媒
SOUTHERN PUBLISHING AND MEDIA

BIBF精品图书推荐

南方传媒是广东省首家实现整体股份制改造的大型国有文化企业，2016年2月15日在上交所挂牌上市，是广东省级文化企业整体上市的第一股。

南方传媒旗下有8家出版社。2015年，集团出版图书7940种、电子音像制品643种。一直以来，集团大力实施精品双效战略，走专业化、品牌化道路，编辑出版了一大批社会效益和经济效益俱佳的精品力作。集团成立以来，先后有65种（套）出版物荣获国家奖项，1000余种图书获省部级奖项。

南方传媒发挥广东毗邻港澳独特的地缘、人缘、语缘、商缘优势，着力推进出版文化“走出去”工程，不断扩大出版粤军的海外影响力。近七年来，南方传媒输出海外版权超过1000种，跻身全国地方出版集团前三甲。南方传媒连续九次被国家商务主管部门、新闻出版主管部门评为“国家文化出口重点企业”。南方传媒正倾力打造立足广东、面向全国、辐射海外的强势出版传媒企业，逐步发展成为中国出版业的南方重要基地。

Southern Publishing & Media Co. Ltd.(SPM) is the first large scale state-owned cultural industry in Guangdong accomplished overall shareholding reform and listed on the Shanghai stock market in Feb 15,2016. It was also the first of Guangdong provincial cultural industry overall listed on the market.

SPM has eight publishing houses. In 2015, SPM published 7940 kinds of books, 643 kinds of audio-visual and electronic publications. All along, SPM has edited and published a large quantity of excellent works of both social and economic benefits. 65 kinds of its publication have won national prizes and over 1000 kinds have won provincial prizes in the past 16 years.

Unleashing the advantages of its location, starff, language and business, SPM is dedicated to elevating the standard and scale of international cooperation all along, and has successively established long-term friendly ties with publishing organizations in the US, UK, Russia, Germany, Italy, Hungary, Greece, Japan, South Korea, India, Singapore, Vietnam, etc. In the recent 7 years, SPM has licensed the copyright of more than 1000 kinds of books to over 30 countries and regions. SPM is devoted to building a powerful publishing and media enterprise which is rooted in Guangdong, facing the whole country and having radiation force overseas, and developing into a key base in South China for the national publishing industry.

大战略

The Grand Strategy: New Design for the New Path to China's Rise

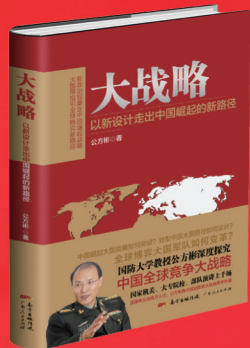
Author: Gong Fangbin

Publisher: Guangdong People's Publishing House

The book is a systematic interpretation of the major strategies of China's rise, including four special topics like "the leaders", "exchanges", "management", "army". Based on the height of national strategy, the author is good at grasping the trend of the development of the new age and social progress. Positioning at General Secretary Xi Jinping's new political views and new designers, this book talks with relentless efforts about the new strategies and plans needed to adopt during international exchanges, and deep-seated and key problems of China's domestic governance. And this book makes valuable and enlightening exploratory of problems of how to carry on the reform in the army so as to achieve the goal of strengthening its military strength.

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我的家在中国

"Beautiful China" Picture Books of Natural and Human Geography of China for Teenagers (Six Series)

General editor: Tan Chuanbao

Publisher: Guangdong Education Publishing House

This is a quality set of the "education for national conditions" books for teenagers, issued under the general editorship of Tan Chuanbao. There are 6 series in it, each of which contains 8 books, 48 books in total. Based on the cognitive and mortality development rules of teenagers, following the educational concept of "A Trip on Map", the books have explored 6 sightseeing routes respectively to Mountains and Rivers, Lakes and Seas, Festivals, Nationality, Transportation, and Cities.

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寻味顺德丛书

Taste of Shunde Series

Author: Liu Shuo, Fei Youming, Li Jianming, Liao Xixiang

Publisher: Guangdong Science & Technology Press

An introduction of Shunde cuisine and the persons and stories beyond them. The book focuses on people, restaurants, dishes and dim sums, with the explanation of cultural figures of Shunde-Wing Chun, Zishu maiden, Longzhou Boat, fish ponds, family shrines, traditions and weddings, silk industry, overseas Chinese, gardens and houses. The series is about Shunde's culture and history. With a group of experts on culture and anthropology as advisers, and thanks to the participation of hot cuisine documentary "China on the Tongue", the series is abundant in content and creativity. The series consists of three books: Book 1: The Origin, Book 2 Shunde's Food, Book3: A Tradition of Generations.

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己卯年雨雪

Rains and Snows in 1939

Author: Xiong Yuqun

Publisher: Flower City Publishing House

Rains and Snows in 1939 is about reflection on war. It digs into the evil origin war from the perspective of both China and Japan, which broadens the spiritual vision and symbolizes the maturity of national spirit. Based on the Battle of Changsha and Yingtian Massacre in 1939, Rains and Snows in 1939 tells the story about hatred and forgiveness between a Chinese couple and a Japanese couple. It reflects the pains that war brings to the individuals, and looks for the bright.

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曹文轩名作画本系列

Cao Wenxuan's Classic Illustrated

Author: Cao Wenxuan

Publisher: New Century Publishing House, Guangzhou

This series contains four stories, written by Cao Wenxuan and illustrated by Chen Hanzhong. The stories are about the growth of teenagers in the region of rivers: red ribbons to mourn for a lonely old man and his buffalo, the boy who fight with storms on the river and the sincere feelings between young boy and girl. The stories are illustrated with watercolor paintings that perfectly match the style of the stories, which makes it a good choice to enrich children's childhood.

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华为为什么不上市

Why Doesn't Huawei Go Public?

Author: Guo Chufan

Publisher: Guangdong Economy Publishing House

This book deeply analyzes the logic why Ren Zhengfei insists that Huawei not go public by "focus vision, hard struggle, internal shareholding, talent introduction, focus on research and development, rational innovation, customer value, result oriented, quick reaction, collaborate vertically and horizontally, living dangerously, future competition" in total 12 aspects.

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开心学汉语

Fun Chinese Learning

Author: Ke Hanlin

Publisher: Guangdong Petrel Electronic & Audio-Visual Publishing House

Though Chinese is regarded as one of the most difficult languages to learn, more and more international friends as well as Chinese of foreign nationality grow interests in learning Chinese. While Fun Chinese Learning series of books is aimed at children who are not native Chinese speakers, covering three levels of difficulty. Each level contains 2 Student's Books and 2 Workbooks, plus 4CDS and 2CD-ROMS, using animation to present a 3D effect of Chinese characters, as well as its cultures.

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