



# China Publishing & Media Holdings Co., Ltd.

## Bulid a leading international publishing and media group

### People's Literature Publishing House



《朗读者》  
**The Readers**  
Chief editor: Dong Qing 董卿主编  
ISBN: 9787020130757

From 2017 to 2018, a television program *The Readers*, anchored by Dong Qing who is a famous CCTV host, went viral around the country, with a total viewer-ship of more than two billion. Featuring the first season of the show, the book mainly entails 29 pieces of modern and contemporary segments of classic Chinese Literature, and selective comments from renowned literature critics; additionally, the book is also attached with the brief biographies and interviews of 24 readers.



《山本》  
**The True Face of the Mountain**  
Author: Jia Pingwa 贾平凹  
ISBN: 9787020139781

In the 20s of the 20 century, in Wo, a small town deep in the Qinling Mountain, child bride Lu Juren's dowry, a small piece of land, is given to Jing Zongxiu, as his father's grave yard by Lu's father in law. The land was said by a fortune teller to have magical power and would bring extraordinary luck. This piece of land triggered a series of dramatic events of wars and struggles and connected Lu and Jing's lives. It is a story about the mountain and the lives there.

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### The Commercial Press, Ltd.



《改革大道行思录》  
**China's Reform**  
Author: Wu Jinglian 吴敬琏  
ISBN: 9787100153881

This is a collection of important articles from the famous economist Wu Jinglian from 2013 to 2017, reflecting his thoughts on major issues affecting China's reform and development. Some articles in this book conduct thorough research on basic issues such as the general plan of the reform, the transformation of the economic system, and the transformation of the development pattern. Other articles deeply analyze the "new normal", "the supply-side structural reform", the state-owned enterprise reform, the financial reform, the property right protection, the institutional anti-corruption and other economic and social issues, which is highly relevant.



“中国语言文化典藏”  
**Chinese Language and Culture Collection**  
Chief editor: Cao Zhiyun 曹志耘主编  
ISBN: 9787100139595

This series is the outcome of "Chinese Language and Cultural Collection" project, which aims to carry out rescue investigation and preservation of dialect culture all over China. Key points of Chinese are mainly based on the distribution of dialects, taking into account regional factors. Key points of minority languages are selected for high research value. The method of investigation is to use words and phonographic records, recording, video, photography, etc. Twenty volumes published, each volume includes about 600 pictures.

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贾平凹  
Jia Pingwa



吴敬琏  
Wu Jinglian



阿来  
A Lai



曹文轩  
Cao Wenxuan



杨红樱  
Yang Hongying



常怡  
Chang Yi

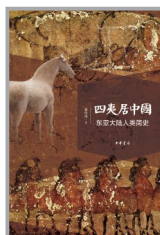


### Highlights:

- ◆ The multiple – language signing ceremony of *Readers* (at 3 p.m., 10th Oct; venue: B20C20 Hall 4.0)
- ◆ East meets West – On The Monsters in the Forbidden City: sharing the creative ideas and communicating with the world (at 1:30 p.m., 10th Oct; venue: B20C20 Hall 4.0)



### Zhonghua Book Company



《四夷居中国——东亚大陆人类简史》  
**A Brief History of Human Life in the East Asian Continent**  
Author: Zhang Jingwei 张经纬  
ISBN: 9787101127096

The book is a magnificent work about Chinese history from the perspective of anthropologists. By connecting the activities of various ethnic groups in Chinese history to the geographic structure of the East Asian continent, this book does not stick to the concept of Sino-centrism, but uses anthropological methods to reinterpret the legends and mysteries left by many ethnic groups in Chinese history.

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### Encyclopedia of China Publishing House



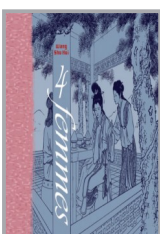
《故宫里的大怪兽》(9册)  
**Monsters in the Forbidden City (9 titles)**  
Author: Chang Yi 常怡  
ISBN: 9787100153881

It contains fairy tales in which a girl student named Li Xiaoyu takes adventures in the Forbidden City and meets the monsters and animals transformed from the statues there. The surreal stories are brand new, dramatic and humorous. With the stage of the Forbidden City, the author combines historical knowledge and folk customs together, which enables children to learn better about traditional Chinese culture. 1,500,000 copies have been sold and it received several important awards of publishing in China.

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### People's Fine Arts Publishing House Co., Ltd Picture-story Publishing House



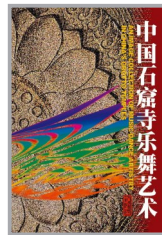
《王叔晖连环画作品选》(4册)  
**Collection of Wang Shuhui's Works (4 volumes)**  
Author: Wang Shuhui 王叔晖  
ISBN: 9787102047737

Collection of Wang Shuhui's Works, which was published by People's Art Press in October, 2009, contains 4 classic works: West Chamber, Southeast Fly the Peacocks, Yang's Heroines, and Liang Shanbo and Zhu Yingtai. The heroines painted by Wang Shuhui all have old fashioned grace, so the works are full of romantic despite that they are telling about tragedies.

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### People's Music Publishing House



《中国石窟寺乐舞艺术》  
**Introduction to Music-Dance Art of the Chinese Grottoes**  
Author: People's Music Publishing House 人民音乐出版社  
ISBN: 9787103031681

It consists of plates of 800 music-dance images and their explanations from the mural paintings, stone carvings and color sculptures in more than 40 grottoes all over China. Highlighting a collection of music-dance images from the four largest archeological areas of grottoes in China (Xinjiang area, central-northern area, southern area and Tibetan area), it is an outstandingly breaking-through academic achievement of the overall research on archaeology, religion, history, culture and arts.

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### SDX Joint Publishing Company



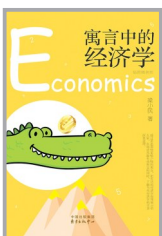
《中国文化精神的特质》  
**The Characteristics of Chinese Cultural Spirit**  
Author: Guo Qiyong 郭齐勇  
ISBN: 9787108061713

This book approaches issues like the characteristics of Chinese cultural spirit, life wisdom of Confucianism, Buddhism, and Daoism, the management wisdom of traditional Chinese culture, features of Chinese philosophy, as well as the definition of guoxue (Chinese studies), etc., which will be beneficial to the studies on cultural awareness, civilization comparison, as well as civilization exchange.

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### Orient Publishing Center



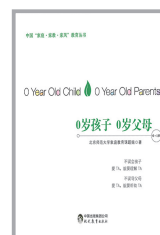
《寓言中的经济学》  
**Economics in Fables**  
Author: Liang Xiaomin 梁小民  
ISBN: 9787547311325

Even a child can understand many profound truth of contemporary economics through reading those interesting and lively fables. Fables, which are stories of animals and people, reflect the nature of human beings and the truth of life. Economics means using logical and mathematical tools to analyze people's behavior. The author links the two together and presents an interesting relationship between them, that is, fables show the most profound truths of contemporary economics in primitive and unadorned ways, while economics reproduces many simple fables in modern life.

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### Modern Education Press



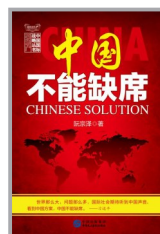
《N岁孩子N岁父母》  
**N Years Old Children, N Years Old Parents**  
Author: The Family Education Team of Beijing Normal University 北京师范大学家庭教育课题组  
ISBN: 9787510650338

This series takes children's development characteristics as the main line to explain the development and needs of children from the multi-disciplinary perspectives of Pedagogy, Children's Psychology, Sociology and so on, which can better guide parents learn to face, explain and solve the practical problems about children's psychology, physiology, behavior, interpersonal relationship, habit development and other aspects and can also promote the healthy growth and comprehensive development of children.

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### China Democracy and Legal System Publishing House



《中国不能缺席》  
**Chinese Solution**  
Author: Ruan Zongze 阮宗泽  
ISBN: 9787516210666

When the international situation is in a state of chaos, there is an increasing number of global issues. While globalization is progressing at a high speed, various kinds of unexpected events and unstable factors follow suit. As a political dark horse, Trump has been elected as the 45th president of the United States, which has become the biggest uncertainty in the coming years. Sino-US relation is facing severe challenge. How should Chinese diplomacy present its characteristics, its style and its demeanor in the vicissitudes of the international arena?

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### China Translation & Publishing House



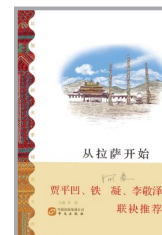
《最好听的声音》  
**The Most Beautiful Sound**  
Author: Yang Hongying 杨红樱  
ISBN: 9787500149262

This book has several stories for children. The author wants to tell the children through these stories: I have always loved all lives, and I respect them. The most primitive, unsophisticated life forms in nature retain the purest, fullest forms of love, and we can only stand in awed silence before them.

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### Sino-culture Press



“丝绸之路名家精选文库”  
**Masters Library of the Silk Road**  
Author: A Lai, Chen Shixu, et al. 阿来, 陈世旭等  
ISBN: 9787507546699

The series of books is regarded as a collection of literature reading of the Silk Road. It assembled the works of a group of first-class Chinese realistic writers, which describe the history, humanity, regional customs as well as individual charm of the provinces (regions and cities) along the Silk Road in China through their personalized observation and brush strokes.

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### Modern Press Co., Ltd.



《人生总要妙妙妙》  
**The A-meow-ing Life**  
Author: Tsai Chih Chung 蔡志忠  
ISBN: 9787514367980

In the form of cartoon essay, the cartoonist expresses his life attitude of "tsundere" and the spirit of not giving up through words from cats. He encourages young readers to embrace hope, to accumulate experience in pursuit of ideals, and to be brave and calm in the face of ridicule.

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### Daylight Publishing House



“曹文轩新小说”系列  
**New Innovative Fictions by Cao Wenxuan**  
Author: Cao Wenxuan 曹文轩  
ISBN: 9787501613687

This is the brand new work of Cao Wenxuan, the only Chinese winner of the Hans Christian Andersen Award, in 2018. Three titles – *The Draught*, *The Bat Aroma* and *The Firefly King* – have been published in this series so far. The three titles demonstrate the relationship between children and society, family and nature respectively through three boys' different experience, focusing on the eternal theme of respect, courage, family, commitment and life.

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