

PUBLISHING IN CHINA An Essential Guide



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This is the first book about the publishing industry in China ever written for a western audience. It is also the first book to examine in detail the contemporary state of the Chinese publishing industry. The author gives a comprehensive and objective commentary on trends in the Chinese publishing industry in the WTO era; on the process of integrating the publishing industries in the Chinese mainland, Taiwan, and Hong Kong; and on the entry of foreign players into the Chinese publishing market. The author, Xin Guangwei, has worked in the Chinese publishing industry for the past fifteen years, and is a specialist in the field of intellectual property. Since 1991, he has been working for the General Administration of Press and Publication of the P.R China (GAPP). Seventy years ago, Pearl S Buck introduced the western world to Chinese culture through Lin Yutang's *My Country and My People*. Today, Thomson Learning hopes to introduce the western world to the Chinese publishing industry through this book, *Publishing in China : An Essential Guide*.

作者介绍:

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