

Scholarly Publishing as a Global Marketplace of Ideas

Princeton University Press's China Office as an Example of Fruitful East/West Collaboration

Brigitta van Rheinberg, Associate Director and Director of Global Development



PUP China Office

(Inco. by Princeton Asia (Beijing) Consulting Co., Ltd.)

In February 2017, Princeton University Press established a **WOFE** (wholly-owned foreign enterprise) in Beijing that began operations in August of that year.

A WOFE is a limited liability company established in China with foreign funds and without participation by Chinese partners.



Mission Statement of PUP China Office

Our mission is to provide the foundation for the Press's greater engagement with China and Asia by:

- Enhancing the dialog between East and West and in particular between Chinese academics and PUP authors, including select publication of the best scholarship from China (in the Princeton China series);
- Developing PUP's institutional, retail, and online presence in order to build its thought leadership and long-term influence in China and the Asian market;
- Increase our licensing business in China and other Asian markets to facilitate translation of PUP works.



China Academic Advisory Board



Daniel A. Bell



Justin Yifu Lin



Yigong Shi



Hui Wang



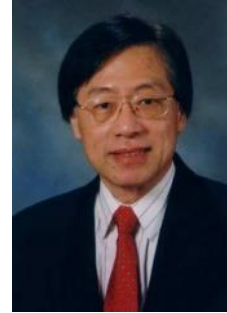
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Lan Xue



Xuotong Yan



Andrew Chi-Chih Yao



Lydia H. Liu



Qiang Zhu



Martin Kern



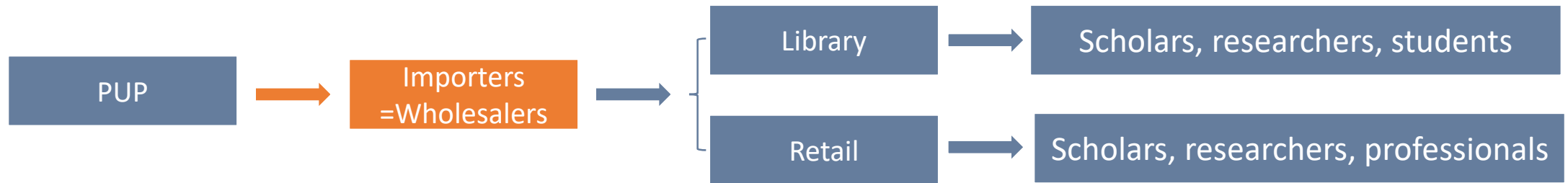
Haiping Yan

The China Academic Advisory Board, composed of several top Chinese scholars in various research fields, aims to:

- advises the Press in its scholarly mission in China;
- serves as an informal referral system for promising authors, ideas, and proposals.

How do we sell in China – we concentrate on academic markets

- How do the books flow through the sales channel?



About Chinese importers:

Importers are state-owned organizations (all formats trading companies with major functions as below):

- Publication importing and exporting business
- Publication sales and distribution business
- Publication print and POD business
- Exhibition business
- Content censorship

Social Media

China office has built up PUP social media ecosystem based on the different features of four key Chinese platforms meanwhile creating synergy among the four with WeChat as the content hub for the other three platforms. The 4 social media accounts has accumulated over 27k followers and has collaborated with more than 50 academic marketing partners.



WeChat

WeChat as the main channel & content hub, synergy with other platforms



Equivalent to Twitter



Equivalent to Goodreads



Equivalent to YouTube



1. Collaborations with University Departments

Robert Shiller's talk at Tsinghua University Schwarzman College

- Time: March 2018
- Topic: Irrational Exuberance: Some Fundamental Human Imperfections and Implied Imperfections in Markets



PUP East-West Scholar Talk

- Starting in FY 21, China office kicked off a new initiative **PUP East-West Scholar Talk** aiming to mobilize the PUP global author pool to foster dialogues between east and west, continue to build the intellectual impact of PUP authors and books.
- This initiative hopes the meaning of books can go beyond book launch and selling, but to provoke people's thoughts and stimulate the conversations among students and scholars, across disciplines and among different cultures.
- **Speakers:** Anne Case, Angus Deaton, Justin Yifu Lin, Min Tang
- **Impact:** 1.15 million views with 14 media platforms broadcasting the video simultaneously;



PUP East-West Scholar Talk Series

Co-hosted with School of International Relations, Tsinghua University

PUP East-West Scholar Talk
U.S.-China Relations and the International Order

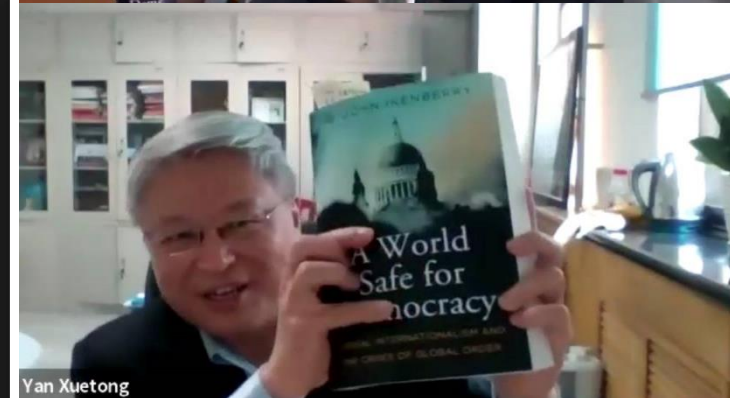
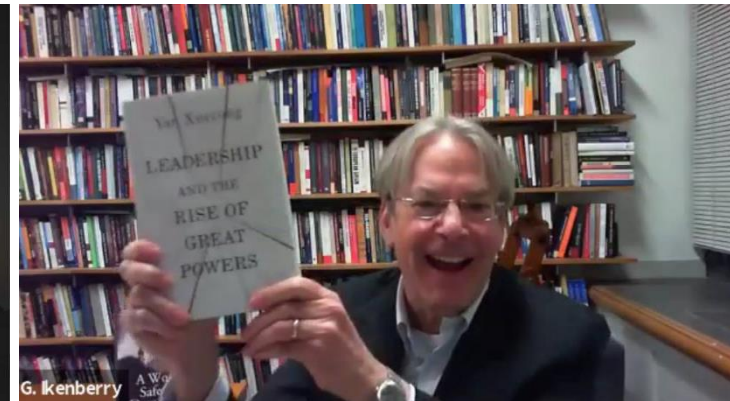
Speakers

G. John Ikenberry
Albert G. Milbank
Professor of Politics
and International Affairs
at Princeton University

Xuetong Yan
Professor of Political Science and
Director of the Institute of
International Studies
at Tsinghua University

Moderator

Daniel Bell
Dean of the School of Political Science
and Public Administration
at Shandong University



- After the 1st scholar talk, PUP China continued this initiative and invited three PUP authors from international relations and politics field to keep the momentum going
- Speakers: G. John Ikenberry, Xuetong Yan, Daniel Bell

Visualizing Dunhuang – a Successful Collaboration

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[Resources](#)

[Ideas](#)

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 [Subjects](#)



[Art & Architecture](#)

Visualizing Dunhuang: *The Lo Archive Photographs of the Mogao and Yulin Caves*

Edited by [Dora C.Y. Ching](#)

Contributions by Annette Juliano, Neville Agnew, Jerome Silbergeld, Maria Menshikova, Cary Y. Liu, Roderick Whitfield, Richard K. Kent, Jun Hu, Zhao Shengliang, and Wei-Cheng Lin

A stunning nine-volume presentation of the incredible Buddhist caves at Dunhuang in northwestern China



Hardcover

Price: \$1500.00 / £1200.00

ISBN: 9780691208152

Published: Jun 1, 2021

Copyright: 2021

Pages: 3128

Size: 9.63 x 13.5 in.

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观象敦煌：「罗氏档案」中的莫高窟与榆林窟照片

国际视野下的敦煌学

——作为史料的敦煌与作为空间的敦煌

分主题

2021.12.06 20:30

主持人

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林伟正

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美国哥仑比亚大学东亚系副教授



Visualizing Dunhuang 观象敦煌

Book Talk Series
in collaboration with IHSS

Time: 2021.11—2021.12

Over 300 audiences from China and overseas, including renowned scholars such as Peter K. Bol from Harvard University and Martin Powers from University of Michigan

观象敦煌：「罗氏档案」中的莫高窟与榆林窟照片

敦煌「罗氏档案」的整理与使用

分主题

2021.11.30 20:30

主持人

刘晨

北京大学艺术学院助理教授

发言人

经崇仪

Dora C. Y. Ching

普林斯顿大学罗氏东亚艺术研究中心副主任

韦陀

Roderick Whitfield



Lingxi Li



Dora Ching

IHSS 北大文研院

7BEDFFE9F960

Huawei



hefengzhai



录制中...



Photos: Lo Archive, 1943-44



Nine-Story Tower 九層樓

Area outside Mogao Cave 237, looking south toward the Nine-story Tower
莫高窟外景: 自第237窟望九層樓 (由北向南望)



286 参会者

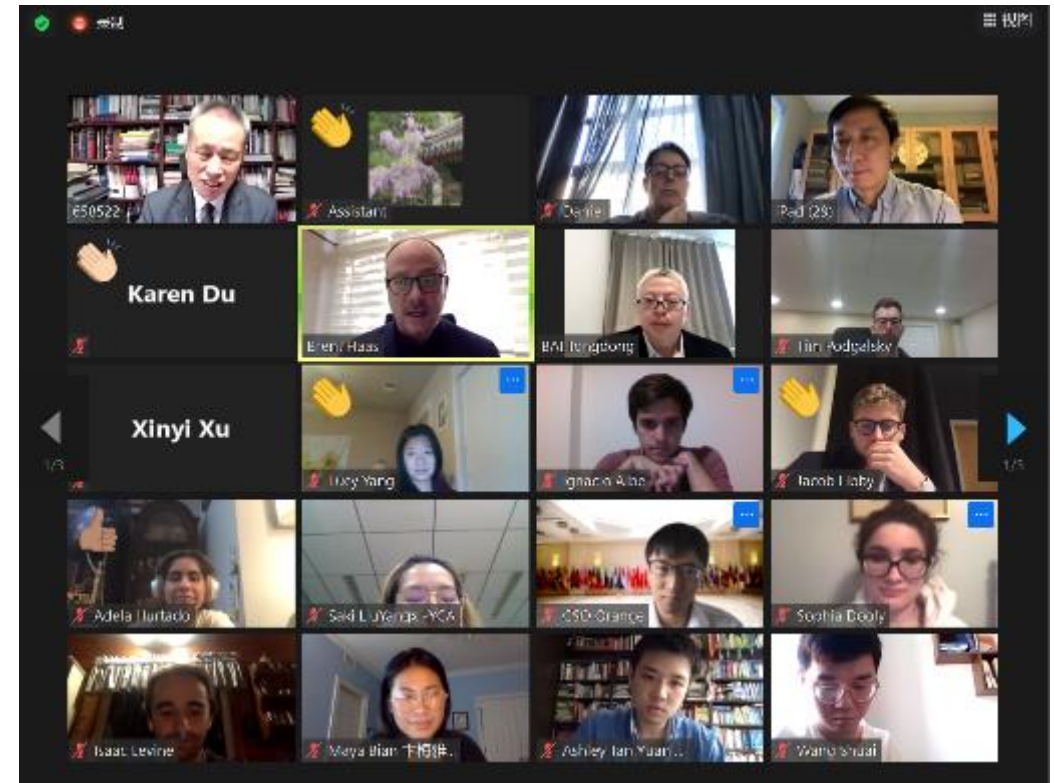
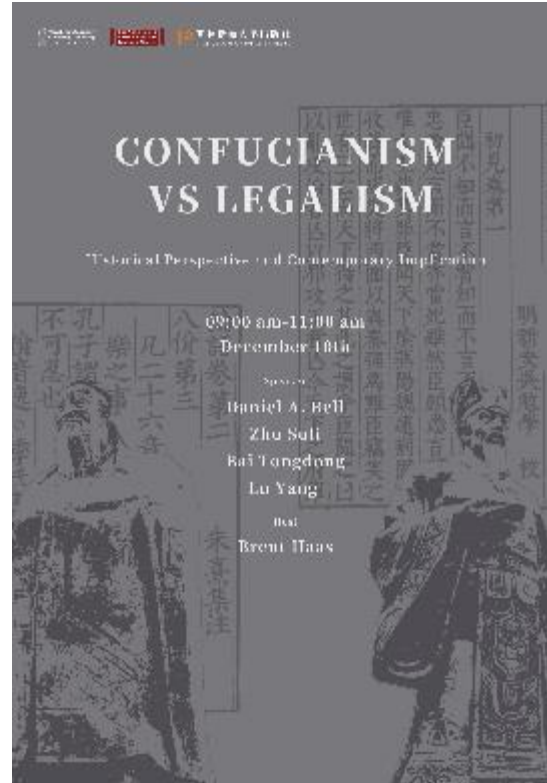
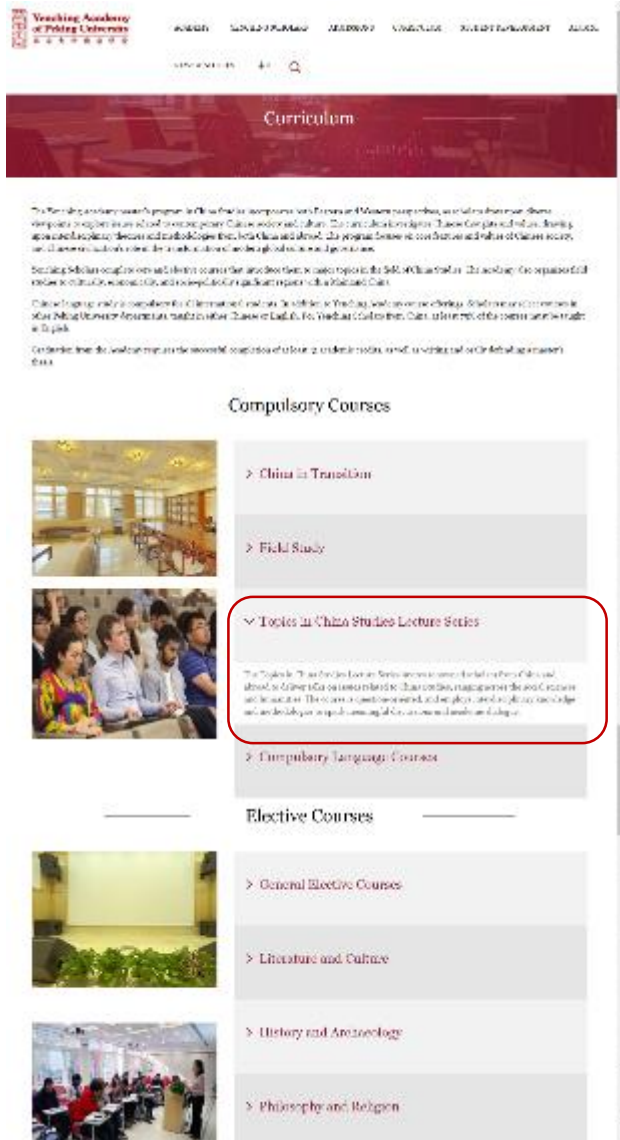
聊天

共享屏幕

暂停/停止录制

回应

Princeton-China series author forum, co-hosted with Peking University Yenching Academy



- Time: December 2020
- Princeton-China series author forum, merged as a core session at Yenching China Studies Lecture Series. PUP's series was introduced to contribute to the diverse perspectives of understanding the world

Offline book launch, co-hosted with Tsinghua University



The poster features a portrait of Professor Yan Xuetong and the book cover. The text includes the author's name, the book title in English and Chinese, and a detailed schedule for the event.

新书信息
书名: *Leadership and the Rise of Great Powers*
ISBN: 978604191595
出版社: 清华大学出版社
出版时间: 2019年

活动信息
5月15日
清华分会场: 15:00-17:00 清华大礼堂
清华分会场: 19:00-20:50 第二图书馆402
北大分会场: 20:00-21:00 第二图书馆502

活动流程

- 5:00-12:30 系列入场
- 5:30-19:00 演讲嘉宾: Charles Handy 哈明·高烈礼 全球领袖精英
- 5:55-16:00 主理发言: 清华副校长
- 6:00-17:00 演讲嘉宾
- 7:30-18:30 晚餐
- 8:00-20:30 学者对话: 清华副校长, 北大副校长, 清华副校长, 北大副校长
- 20:50-21:00 清华分会场: 清华副校长

清华大学出版社
Tsinghua University Press



- Time: May 2019
- Topic: *Leadership and the Rise of Great Powers* book launch, co-hosted with Tsinghua University, featuring Professor Yan Xuetong.

Offline book talk, co-hosted with Tsinghua University

产业创新与创业研究中心
Center for Entrepreneurship and Innovation Studies
PRINCETON UNIVERSITY PRESS

论社会创新

BOOK TALK ON SOCIAL INNOVATION

《大思维》:集体智慧如何改变我们的世界

BIG MIND

2019 Mon. 清华大学
04 / 29 公共管理学院一层大厅
2PM - 4PM



杰夫·摩根 Geoff Mulgan
英国社会创新之父
英国国家科技与艺术基金会 Nesta CEO
The father of Urbiabacci Innovation,
Pulviski, Science and Technology Foundation



薛澜 XUE Lan
清华大学公共管理学院教授、CIEIO主任、
世界图书出版集团
Professor of SPPM, Director of CIEIO
Dean of Schwarzman Scholars

BIG MIND: HOW COLLECTIVE INTELLIGENCE CAN CHANGE OUR WORLD



北京清华创业创新中心
Tsinghua University Center for Entrepreneurship and Innovation Studies
A Group of Tsinghua Since 1980

- Time: April 2019
- Topic: Social Innovation:
- Speakers: Geoff Mulgan vs Lan XUE



PUP Roadshow at Academic Conference: Tsinghua University

@ World Peace Forum, July 2021



@ Political Science and IR conference, July 2021



Both were invited by Tsinghua University



2. Collaborations with University Libraries

May 13-21, 2019



Zhejiang University visit and library donation ceremony

Tuesday, May 14: Beijing: Page 3
Wednesday, May 15: Beijing: Page
Thursday, May 16: Beijing/Hangzhou
Friday, May 17: Hangzhou
Saturday, May 18: Hangzhou/Dunhuang
Sunday, May 19: Dunhuang
Monday, May 20: Beijing

Travel Log

Number of flights: 6
Miles flown: 18,377
Miles walked: 48
Miles by camel: unknown, at least 1



In front of the dedicated PUP library shelf at Zhejiang University, where the team participated in a library donation ceremony to celebrate our China team's first major library collection sale (all of Princeton's p and many of our e titles)

Academic Marketing – Library Roadshow

By collaborating with university libraries, PUP China promoted academic books, especially textbooks through university book fair exhibition. A PUP book fair in Ningbo Nottingham University in March 2021.



普林斯顿出版大事记
Princeton University Press's Century in Books

普林斯顿大学出版社
PRINCETON UNIVERSITY PRESS

Founded in 1747, Princeton University Press (PUP) is a nonprofit publisher with close connections to Princeton University. We publish peer-reviewed books that connect authors and readers across spheres of knowledge to advance and enrich the global conversation. We maintain the highest standards of scholarly, industry, and diversity in our publishing.

Princeton University Press books have won numerous awards, including six Pulitzer Prizes, five National Book Awards, and hundreds of other awards from academic organizations. Princes of Press authors have been awarded the most prestigious academic prizes in the world, including the Nobel Prize, the Fields Medal, and the Turing Prize.

1922 *The Missing of Relativity: Including the Relativistic Theory of the Non-Symmetric Field - John Venner*
Albert Einstein
ISBN: 978091154893

1944 *The Theory of Games and Economic Behavior*
John von Neuman and Oskar Morgenstern
ISBN: 9780691010367

1950 *The Papers of Thomas Jefferson, Volume 3: 1789 to 1794*
Thomas Jefferson
Edited by Julian P. Boyd
ISBN: 0691044850

1950 *Democracy: The Greek and Roman*
Joseph Frazer
ISBN: 0691010356

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ISBN: 9780691010322

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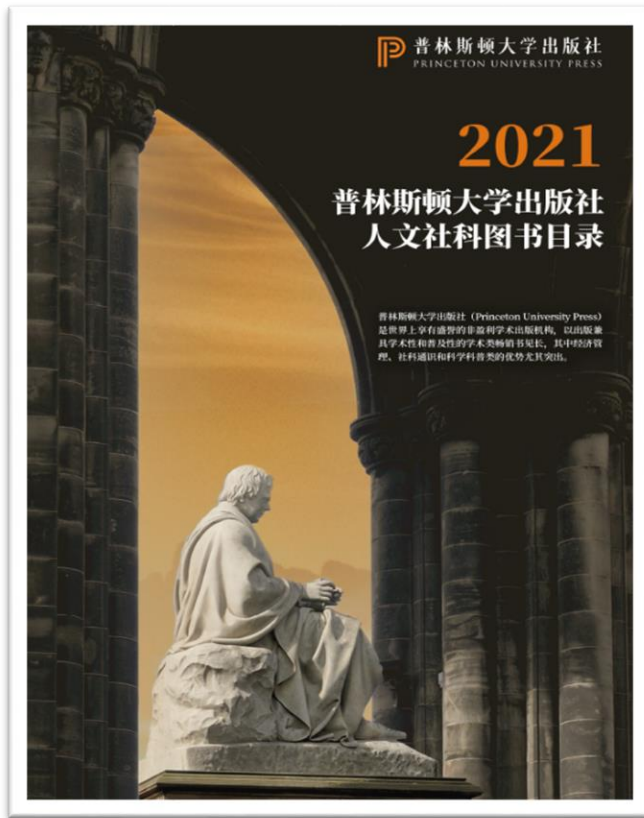
Library Roadshow at Shenzhen MSU-BIT University library



- **Time:** October 2021
- **Venue:** Shenzhen MSU-BIT University library
- **No. of displayed titles:** PUP has 230 titles on display

Academic Marketing-PUP Catalog

Initiated by Chinese importers and designed by PUP China, the customized 2021 PUP Social Sciences and Humanities Catalog has reached almost 200 of our core library customers through feature titles and flagship series introduction and full-list recommendation.



Series with sample titles



Series with full excel lists

3. Collaboration with US China Centers

Collaborations with US China Centers, including Yale and Columbia



Author Talk co-organized with Yale Center:

- 2018.7 *Money Changes Everything* by William Goetzmann
- 2019.6 *Love, Money, and Parenting* by Fabrizio Zilibotti
- 2020.8 *Narrative Economics* by Robert J. Shiller

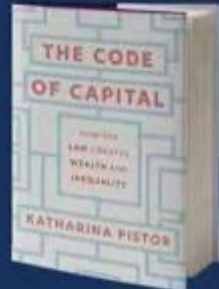
Author webinar co-organized with Columbia Center:

- 2021.1 *The Code of Capital* by Katharina Pistor




Book Talk & Discussion

The Code of Capital: How the Law Creates Wealth and Inequality



AUTHOR
Katharina Pistor
Edwin B. Parker Professor of Comparative Law and director of the center on Global Legal Transformation at Columbia Law School



COMMENTATOR
Xin DAI
Associate Professor at Peking University Law School

January 13, 2021
8:30 - 10:00 PM (Beijing)
7:30 - 9:00 AM (New York)