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
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.
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.
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
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;
• 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: 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
Visualizing Dunhuang

Book Talk Series

in collaboration with IHSS


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
Nine-Story Tower 九層樓

Area outside Mogao Cave 237, looking south toward the Nine-story Tower

莫高窟外景：第237窟望九層樓 (由北向南望)
• 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
• 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

- Time: April 2019
- Topic: Social Innovation:
- Speakers: Goeff 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
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)
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.
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