

# Zhejiang University Press

## Spring & Summer 2018

### About us

Established in 1984, Zhejiang University Press (ZJUP) has been witnessing rapid development ever since. One of the leading publishers in China, ZJUP publishes over 1,000 new titles and reprints more than 1,600 titles every year. ZJUP has a diverse publishing program, offering a wide range of publications in print, digital and audio-visual formats. These publications, including journals, academic, trade, and popular books, cover, among other areas, natural sciences, engineering, agriculture, medicine, humanities, social sciences, arts, and children's literature.

Thanks to the high-quality professional service that ZJUP has rendered, its publications are highly acclaimed by professionals and readers alike. Among other book series and titles, "A Collection of Song Dynasty Paintings," "A Collection of Yuan Dynasty Paintings" , "Intelligent Systems and Technology in China", "Advanced Topics in Science and Technology in China," and "The Great Transformation of China: Series of China's Economic Transformation, Innovation and Development" have sold more than 10,000 units each, a rare feat for publishers in China. It is for this reason that more and more top-notch scholars and authors are attracted to be under contract with ZJUP for long years.

To further realize our mission of bringing academic excellence and disseminating knowledge to readers in and out of China, ZJUP has been engaged in ever more growing international cooperation. Cambridge University Press, Oxford University Press, Hawaii University Press, New York University Press, Springer Nature, Elsevier, Macmillan, and World Scientific Publishing Group count among the growing list of ZJUP's international partners. We are glad to work with any publisher who shares our vision and strives for the furtherance of education and dissemination of knowledge.

## Children's Books

### Being A Good Daddy



ISBN: 978-7-308-15932-6

Publication Date: July, 2016

262PP

This book is an introduction of the education concept of parenting with loving, patient, innocence, learning, sacrificing, and friendship, which in summary is parenting with “Three attitudes and three types.” Sharing experience and skills on educating and accompanying children from nine aspects of emotional quotient, intelligent quotient, moral quotient, adversity quotient, learning quotient, spiritual intelligence quotient, health quotient, and mental intelligence quotient, this book is going to make your company loving, fun, and efficient, and give your children a healthy and happy childhood.

Xin GE, writer of children's literature, reading promoter, expert on teaching

composition.

## Special Classroom Series Walk You Through



ISBN: 978-7-308-17177-9

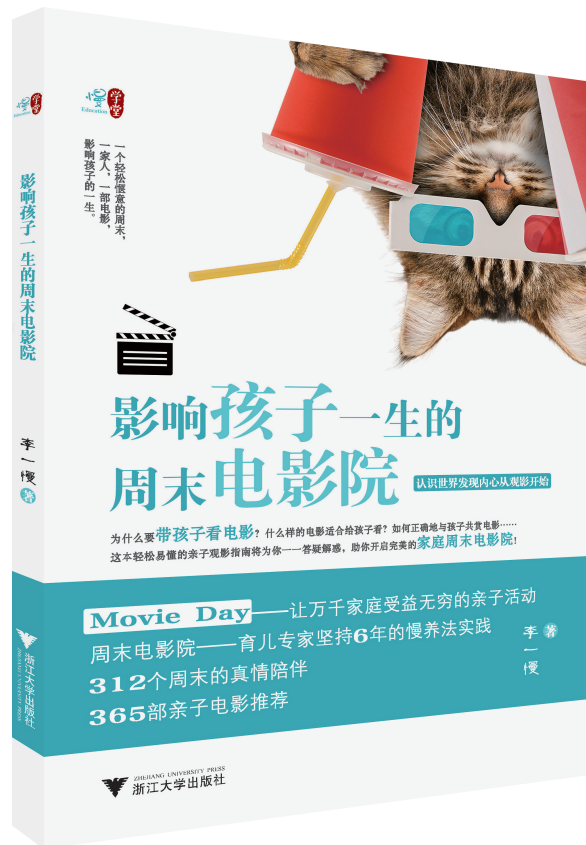
Publication Date: August, 2017

200PP

This book mainly talks about the reading, extensive reading, touring, and experiencing of “Leaning and Touring” with the unique “Reader and Traveler” of the Special Classroom, bringing brand new mutual and interactive growth to both parents and children. In the process this book sets progressive programs to children’s growth. Each program comes with specific topics, the courses under which are arranged progressively in a way to facilitate the children’s development. The topics, taking into consideration of nature, aesthetic, EQ, practice, and briefing of the discipline, mainly involve with humanities, science, and aesthetics.

Yiman LI, independent reading teacher, founder of the “Special Classroom”, member of the New Education Experiment Academic Committee, editor of the education self-media “Yiman Erkan”, author of fairy tale collection, picture books, and over 100 reading reviews, and translator of 108 children's books.

## Special Classroom Series Life-changing Movie Days



ISBN 978-7-308-17103-8  
Publication Date: August, 2017  
272PP

This author makes a summary of more than 300 movies he had watched over the past 6 years. This book is a detailed catalogue of movies, from the ideology, introductions of the movies, to detailed movie seeing methods, addressing the questions of what movies to see and how to see a movie for parents and children. This book can serve as a parent-child movie seeing instruction for parents.

Yiman LI, independent reading teacher, founder of the “Special Classroom”, member of the New Education Experiment Academic Committee, editor of the education self-media “Yiman Erkan”, author of fairy tale collection, picture books, and over 100 reading reviews, and translator of 108 children's books.

Mysterious Mission Society Series





ISBN	Book Title	Publication Date
978-7-308-16871-7	Mystery Symbol	July, 2017
978-7-308-16870-0	Black Jungle	July, 2017
978-7-308-16869-4	Sanguine Armor	July, 2017
978-7-308-16868-7	Hanging Royal Palace	July, 2017
978-7-308-16872-4	Mysterious Mission Society Series	July, 2017

Xiaomeng WANG is bright, brave, optimistic boy who is curious about everything. One day, he found a mysterious symbol and then began a series of investigation. To his surprise, the symbol came from an organization called Mysterious Mission Society. As Wang joined the society after innumerable trials and hardships, an unknown world opened to him, and the entrance to that world was right there, close to his everyday life. Iron Mouth Loach River, Dark Jungle, Langya Town, Aqua World, Elves' Country, Hanging Royal Palace...Hidden behind these adventures, there is a big secret...

Pei GAO, founder of "Qixin Writing", teacher, education expert, writer.

### Granny's Fairy Tales Series



ISBN	Book Title	Publication Date
978-7-308-17083-3	Honeybee's Birthday	August, 2017
978-7-308-17093-2	A White Feather	August, 2017
978-7-308-17082-6	Sun from Afar	August, 2017

978-7-308-17092-5	Kitten with Jingle Bell	August, 2017
978-7-308-17081-9	Flying Fish	August, 2017
978-7-308-17084-0	Granny's Fairy Tales Series	August, 2017

Through stories of intelligence, love, affection, nature, and mortality in the Granny's Fairy Tales Series, young readers will be able to experience the beauty, sweetness, brightness and conciseness of children's literature. Kitten with jingle bell is a book of intelligence stories. Little doggie kindly give kitten a jingle bell. Kitten takes the bell where ever she went as the jingle sounds so nice. But unfortunately, she never caught a mouse again. A white feather tells the affection story of Ant A'li. He found a white feather and wished to give it back to its owner. During his journey of finding the owner, little pecker, little wild duck, papa turtle, little frogs, and many friends have offered their kind assistance. Finally, A'li managed to return this white feather to its owner, white swan...

Cuilin GE, renowned writer. Many of her fairy tales have won National Outstanding Children's Literature Prize. Her fairy tale *Wide Grape* was the winner of the first prize of National Children's Literature Award, and was translated into English, French, German, Russian, and Japanese. The TV series based on *Wide Grape* won the 1986 Munich TV Festival Award for Children/Youth.



## Sunshine Baby Qingtian – Adventure in Treemen Nation

ISBN: 978-7-308-16371-2

Publication Date: March, 2017

260PP

This book tells the adventure story of Qingtian and her friends in the Treemen Nation. At daytime, the treemen are just ordinary plants. But when the night falls, the treemen become alive. Their only distinction from real human is the feet. They can't lift their feet front the ground. Together they share a common hatred towards human, including the three little fellas who have lost their way and got to the nation... What happened at the Treemen Nation still makes Qingtian's heart beat fast! This interesting book shows strength, friendship, teamwork, and bravery in the face of hardship to the young readers.

Fan HE, fairy tale writer, member of Chinese Writers Association.

## Tang Xiaoshao's School Life



ISBN	Book Title	Publication Date
978-7-308-17361-2	Beat the Glass Monster	October, 2017
978-7-308-17362-9	The Fake Supervisor	October, 2017

Centered on family and school life, the series tells the funny stories of Tang Xiaoshao, his friend Zuo Xiaoyou and San Kouhui, and the lovely classmates of Class One, Grade One. These pupils are funny, naughty, mischievous, and noisy...Despite their unique characters, they can complement and tolerate with each other. Their stories are about love, laughter, tolerance and comfort.

Jia LIU, editor of children's book, has published fairy tales and novels.

### Rhapsody in Mao Er Island Series Hit Anime Show: Rhapsody in Mao Er Island



Aired on Tencent Video, iQiyi, Youku, iQiyi, Sohu TV, LeTV  
Over 50 million views in less than 50 days in the summer

### Rhapsody in Mao Er Island Serialized in Storybooks



摘星星  
友谊



寻找猫神  
合作



我要吃鱼  
自然



小蛋蛋  
分享



梨花的生日  
关爱



巨风一号  
勇气



美宝森林奇遇记  
陪伴



赛跑勋章  
公平



水手菠菜  
善良



爸爸的航海梦  
梦想



<b>ISBN</b>	<b>Book Title</b>	<b>Publication Date</b>
978-7-308-17260-8	Rhapsody in Mao Er Island: Reaching for the star	September, 2017
978-7-308-17259-2	Rhapsody in Mao Er Island: Looking for the Mao God	September, 2017
978-7-308-17257-8	Rhapsody in Mao Er Island: I want to eat fish	September, 2017
978-7-308-17258-5	Rhapsody in Mao Er Island: Little Eggie	September, 2017
978-7-308-17253-0	Rhapsody in Mao Er Island: Birthday of Pear Flower	September, 2017
978-7-308-17251-6	Rhapsody in Mao Er Island: Giant wind No. 1	September, 2017
978-7-308-17254-7	Rhapsody in Mao Er Island: Adventure in Meibao Forrest	September, 2017
978-7-308-17255-4	Rhapsody in Mao Er Island: Racing Medal	September, 2017
978-7-308-17256-1	Rhapsody in Mao Er Island: Sailor's Spinach	September, 2017
978-7-308-17252-3	Rhapsody in Mao Er Island: Father's Sailing Dream	September, 2017
978-7-308-17249-3	Rhapsody in Mao Er Island: Volume No. 1	September, 2017
978-7-308-17250-9	Rhapsody in Mao Er Island: Volume No. 2	September, 2017
978-7-308-17246-2	Rhapsody in Mao Er Island: Volume No. 3	September, 2017

On a beautiful island, there lives a group of honest and kind cats. Featuring with the topic of love and growth, Rhapsody in Mao Er Island series tell the story of the cats companying each other, growing, and finding themselves in playing, exploring and adventures. Each has a specific topic, the stories focus on the cultivation of children's personality, parent-child reading and children's growth.

Beaver Workshop, an internet animation company focused on family and children.

## Little Fish Lantern



ISBN	Book Title	Publication Date
978-7-308-17222-6	Little Fish Lantern	October, 2017

On a tranquil summer night, Nuonuo, a boy at Jinghu Town met the eudemon of the Ancestral Hall – Little Fish Lantern. The stories of the two friends unfold around the magic pond of the southern town.

By combining traditional culture, artistic style, and contemporary cartoon aesthetics, this picture book tells modern fairy tale in a semi-fictional manner, employing real scenic spots as its background.

Yifan SHEN, member of Cartoonists Association of Zhejiang Province, animation director, new media designer. His works have won many awards both at home and abroad and are selected to a number of major domestic and international film festivals and animation film festivals.

## The Magic Kaka Series





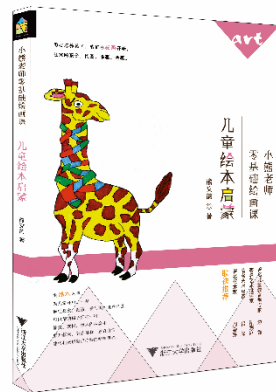
Kaka WANG is an elementary school student, but not an ordinary one. She comes from a special family. Her parents, both scientists who work in the forest, send her to her grandparent's in the city via postal parcel. Kaka is a special student. Her super computer can invent various tools to solve various problems for her classmates and even for the adults.

Despite her tiny physique, Kaka is full of whimsies. As each whimsy is being turned into invention, trouble and mistakes always follow. But she says: "We will solve difficult problems. They are difficult just because they are yet not solved." Novel creation and imagination keep WANG Kaka's life fresh and energetic. Together with her friends, she grows up happily.

Xixi TONG, children's book writer, member of Chinese Writers Association, has sold over 5 million copies of her work.

Xixi LI, children's book writer, educator, writer, film practitioner.

### Xiao Xiong's Introductory Painting Courses: Children's Enlightenment Picture Book



ISBN: 978-7-308-17532-6

Publication Date: November, 2017

152PP

This painting course, combining such art expressions as painting, designing, handcraft, and three dimensions, can address the issues of different stages of children's growth, and protect and utilize children's "first" impression on art, and let children unleash their imagination freely. Xiao Xiong will employ her unique methods to help children summarize and organize various symbols, and tackle the difficulties of learning art for the children and their parents. This book is composed to give children the ability and confidence to create vivid, narrative, and touching paintings.

Wenyun XIONG, faculty member of the School of Fine Arts in Southwest University, visiting researcher of Professor Asakura Naomi's Studio at Bunkyo University, art director of 5Colours Fund, and guest academic director of L-art Education Institute.

### **Coming Soon**

#### **The Boy Who Can Sculpt Owl**

The story tells the joy and sorrow story of HE Yihe, the boy who loves sculpting owl, and his family at Germany. During his stay at Germany, he met a peer friend Lena and gained pure friendship; he experienced the exotic school life and has a beautiful memory. When faced with parents' quarrel and divorce, from rejecting to accepting, he gained the strength of being strong. After all this, Yihe embraced his own rainbow.

Ying YE, freelance author and painter.

### **Traditional Chinese Festivals Series**

**Spring Festival Traditional Chinese Festivals Series: Little Intern Door God**

**Dragon Boat Festival Traditional Chinese Festivals Series: Little Zongzi Baby Lost Its Memory**

**Mid-Autumn Festival Traditional Chinese Festivals Series: Little Tu'er Ye's Moon Cake Shop**

By giving Spring Festival couplets, door gods, rabbits, *zongzi*, wormwood and other Chinese culture symbols life, and letting them explore and spend festivals with the protagonists, the author tells stories about three traditional Chinese festivals: Spring Festival, Dragon Boat Festival, and Mid-Autumn Festival. *Spring Festival: Traditional Chinese Festivals Series: Little Intern Door God* is the story of Du Xiaomo, Du Xiaopi, and two little door gods. The two little door gods can talk and have magic powers. After coming to Xiaomo's grandfather's house, they



caught the thief, helped the kitchen god, created the window paper-cutting babies, brought Fu and Spring Festival couplets to life, and chased away the Nian monster. They were praised by Principal Zhongkui of the Good Gods' School.

*Dragon Boat Festival: Traditional Chinese Festivals Series: Little Zongzi Baby Lost Its Memory* is the story of Zongzi. Du Xiaomo found a baby in the zongzi his granny has boiled. The baby was the zongzi baby who had lost its memory. As Xiaomo and zongzi baby looked for the memory, they detected the conspiracy of the five poisonous insects. They met wormwood Aiai, Marshal Sachet, Egg the Iron Head, poem boy and dragon boat Tengteng. Together they went on the journey to find the memory for zongzi baby...

*Mid-Autumn Festival: Traditional Chinese Festivals Series: Little Tu'er Ye's Moon Cake Shop* is the story of a magical moon cake shop downstairs of Du Xiaomo's home. The shop owner is a rabbit who can think, talk, and make various magical moon cakes. Between the rabbit and Du Xiaomo many wonderful and touching stories happened. They met Chang'e whose physique was downsized, Wu Gang who never stopped chopping the cassia tree, and Li Bai who composed his poems in the moonlight...

Xin GE, writer of children's literature, reading promoter, expert on teaching composition.