# Contents

1. Introduction  
   *Robert E. Baensch*  
   Page 1

2. Magazine Publishing in China  
   *Zhang Bohai*  
   Page 17

3. Guidelines for Magazine Publishing in China  
   *Charles Buckwalter*  
   Page 25

4. Book Publishing in China  
   *Ian McGowan*  
   Page 51

5. Scientific, Technical, Medical, and Professional Publishing  
   *Wang Jixiang*  
   Page 67

   *Li Yuanjun*  
   Page 85

7. A Study of Chinese Young Adult Reading and Its Market  
   *Lin Chenglin*  
   Page 101

8. The Reform of the Book Distribution Industry and the Development of Non-State-Owned Bookstores in China  
   *Yang Deyan*  
   Page 113

9. Economics of the Chinese Book Market  
   *Sun Qingguo*  
   Page 121
   *Hu Shouwen*

11. Publishing Education of China Faces the Challenge of Development
   *Yu Huiming*

Contributors

Index