



# The Chinese Book Market

## December 2012

**Party Congress Dominates** Published materials related to the 18th National Congress of the CPC, held in November, continue to skew market statistics. The non-fiction charts, in particular, are dominated by political reports and related Party publications, much of which are required reading (or at least required purchasing) for government offices around the country. The People's Publishing House, sole authorized publisher of these materials, saw a corresponding bump in business.

**Mo Yan Fever Cools** The last few months of 2012 saw a huge leap in sales of literature, mostly related to Mo Yan's Nobel Prize win. Complete sets of his works, published by the Shanghai Arts & Literature Publishing House and the Writers Publishing House, continued to sell very well, though numbers are falling.

**Foreign Literature** Elements of the fantastic are much in evidence: popular foreign fiction this month includes *Life of Pi* and *The Hobbit*, both riding high on movie tie-ins; two older works by Gabriel García Márquez (the newly-authorized translation of *One Hundred Years of Solitude* is rising on the charts); J.K. Rowling's non-fantastic novel, *A Casual Vacancy*, is losing ground.

**Economy a Hot Topic** One particularly strong showing this month was *Credit Factory*, written by economist and banker Chen Shi. Chen reflects on his experiences making business loans to small and medium enterprises during his 30 years in banking, much of it working for the Hong Kong and Macau branches of the Bank of China. The tendency of Chinese banks to lend only to large state-owned enterprises is a noted stumbling block in the growth of China's civil-sector economy, and in this book Chen outlines how banks can break this habit and help China's smaller economic entities flourish.



## As Mo Yan Fever Cools, Temperatures Rise for Film/TV and Fantasy

Two new December publications made the overall bestseller list this month, along with eight books published the month before, just as November's top 20 entrants fell sharply. After several months of Nobel fever, the market has begun to display Mo Yan fatigue. Though the Shanghai Arts & Literature Publishing House's editions of *Frog* (*Collected Works of Nobel Prize-Winner Mo Yan*) and *Big Breasts, Wide Hips* (*Newly Revised Edition, Collected Works of Mo Yan*) remained in the top positions with more than 10,000 in certified sales each, those figures represent a drop of nearly a third on the previous month. *Mo Yan's Collected Works* (16 vols), a new November bestseller, had already dropped to 57th place by December.

Romance constituted a bright spot in young-adult literature: *The Unknown Lover: Kevin Tsai's Love SMS* was ranked 20th. *This is the Love you Gave Me II: Yunzhi* reappeared on the ranks at number 49. Guo Jingming's *Tiny Times 3.0 – The Gilded Age* and Han Han's *Youth* also made comebacks, while Luo Luo's *Queen Stain II: You Will Never Get the Crown* and Rao Xueman's *Things Girls Ought to Know* remained in the running.

Jiang Rong's *Wolf Totem*, a perennial best-seller, rose 34 spots to number 56. Liu Zhenyun's *Tales of 1942*, newly published in November and the basis for the new movie *1942*, was at 65th place, while Chen Zhongshi's *White Deer Plain* (20th Anniversary Collector's Edition) was relegated to second-to-last place.

New translations of foreign literature continue to emerge, many of them containing elements of the fantastic. *Life of Pi*, which entered the market in November, jumped straight to number 7. Gabriel García Márquez' seminal works of magical realism continue to sell well: *One Hundred Years of Solitude* rose 30 places to number 24, and *Love in the Time of Cholera* rose to 63rd place. New entrant *The Hobbit* came in at 40th place. *The Casual Vacancy*, J.K. Rowling's departure from the world of magic, met with a cool reception, falling in both ranking and sales to number 68.

Works by television hosts dominate the non-fiction and essay categories. Rui Chenggang's *Between Fiction and Reality* continued its ascent from the previous month, doubling its sales and rising 18 places to number 12. Gao Xiaosong's *Loss: We're Finally Old Enough to Talk About the Future* rose to 13th place, while Long Yingtai's *The Retreating Gaze* and Yu Qiuyu's *The*

*Meaning of Culture* rose to 38th and 53rd places, respectively. The reportage work *Glorious Suffering* re-appeared on the ranks at 92nd place.

Inspirational literature continues to climb: *Positive Energy* once again led the social-sciences charts, rising six slots this month to make the top three on the general list. Ji Yunxiang's *Time Brings Victory: Let Time Tell You the Secrets to Success*, on the market for years, came in at number 15. *The Basics of Four-Color Personality Analysis: Le Jia Teaches You to See in Color* rose 44 places to number 43, while Zhang Defen's *Meeting the Unknown Self – Spiritual Practices for the Urban Soul* rose to 73rd place.

In the business/economy category, Chen Shi's new book *The Credit Factory* entered the ranks at number 8, while Lang Xianping's *The Chinese Economy on the Brink of Crisis* fell to 62.

Domestic children's literature made a strong showing: *Dream of the Wolf King* (*Shen Shixi, King of Animal Fiction – Collector's Edition*) rose 31 places to make the top ten, while *The Seventh Hunting Hound* (*Shen Shixi, King of Animal Fiction – Collector's Edition*), now on the market for quite some time, was ranked 66th. A full 16 volumes of Leo Fantasia's *Charlie IX* series made this month's general rankings, each one of them increasing in sales and ranking over last month. Yang Hongying's works performed well: *Watermelon Clown Forever* (*The Laughing Cat's Diary*) rose 14 slots, while three other books from the same series rose on the charts. Wu Meizhen's *I Come From a Lonely Star* (*Sunny Sister's Library*), published in November, was ranked 79th, while *The Orange Fairy* (*Tang Sulan's Fairy Tale Series*) and *The Mood Clinic* (*Pinyin Edition, The Merry Rats Series No 7*) came in at 80th and 86th, respectively.

Foreign children's literature appeared weak by comparison: *Totto-Chan: The Little Girl at the Window* rose 5 spots, though overall sales declined, and *The Story of the Princess' Dream* (*Barbie Thumbelina*) only made 84th place. There were few bright spots among pre-school reading materials: New Times Press's edition of *Kong Rong and the Pears* and Guangzhou Publishing House's *Creatures, Vol 1* (*Little Dolphin Preschool Series*) were ranked 77th and 83rd. Cartoons and illustrated books continued to sell sluggishly: Jiangsu Literature & Art Publishing House's *Legends from the Roco Kingdom III* plummeted 41 places.

A full 16 volumes of the *Charlie IX* children's series made this month's charts

*Life of Pi*, published last month, jumped straight to number seven



## December Market Analysis

### Negative Growth Across the Board, Education in Particular

The overall market index for December 2012 fell by 1.3 points from November. Literature remained strongest with an index of 128.9 points, followed by lifestyle with 124.3 points, and children's literature with 124.0. Non-Fiction rose one rank over last month, while both children's literature and art fell by one rank, and all others held steady.

Overall, science & technology, non-fiction and lifestyle showed growth, while all other categories fell: education by more than 10%, literature, art, and children's literature by less than 7%. Tracking performance over the last four months, December posted the lowest overall index since September, and children's literature, art, and education at their lowest point since September. Month-by-month comparisons are a little more encouraging: the November-to-December overall drop was less than October-to-November.

### Market Share (Income): Non-Fiction Rises While Education Falls

General non-fiction took the lead this month with 28.30% of market share in terms of gross income, largely due to the 18th Party Congress. Education took second place with 20.79%, and literature came third with 15.08%. Children's literature and S&T had 12.66% and 10.36%, respectively, while lifestyle and art posted lower shares: 6.56% and 4.66%, respectively.

Among the seven categories only non-fiction saw a growth in market share. Education lost the most, with a drop of 4.60 percentage points, followed by S&T with a 1.20 loss. Looking at trends over the previous four months, non-fiction reached its highest market share since September, while education fell to the lowest.

Looking at sub-divisions of the major categories, political books grew relatively dramatically, to occupy a 13% market share in December, a growth of 7.42% over the month previous. In the education category, history and geography saw a meager gain of 0.45%, while the most evident loss came in cultural education and language, which fell 3.24% and 1.32% respectively over the previous month. Children's literature fell by 0.86%.

### Market Share (Number of Publications): S&T Still Leads, Non-fiction Grows

This month, titles published in the categories of science & technology, general non-fiction, and education were the top three in terms of market share, at 21.53%, 20.91% and 19.92%, respectively.

Non-Fiction, children's literature, literature, and art all displayed growth over the month previous, and of these, children's literature and art reached their highest point of the past four months.

Looking at aggregate figures, the number of books with certified sales remained under 400,000, though it rose by four thousand over the month previous. All categories besides education and S&T rose against the month previous, with a particularly good showing from children's literature and art.

### High Market Concentration: A Good Month for People's Publishing House

The CR10 market concentration ratio for December 2012 was 28.28%, a rise of 6.01 percentage points over the month previous and the highest figure in the past four months.

The top ten publishers in the industry were listed as controlling 63.42% of the market for non-fiction, as well as 57.10% and 55.36% of the market for S&T and literature. Compared with November, non-fiction was the clear leader, with a growth of 14.72 percentage points, and a growth of 25.06 percentage points over the past four months. Of the ten publishing houses dominating the general non-fiction category, the People's Publishing House occupies a nearly 40% share, 21.15% more than the month previous, and is single-handedly responsible for most of the growth in the non-fiction category. People's Publishing House is the sole authorized publisher of official Party and government publications.

The People's Publishing House is the sole authorized publisher of official government publications

### Engines of Growth? Party and Government Documents

This month's top three publishing houses in terms of growth in market share are the People's Publishing House, the People's Educational Publishing House, and the Changjiang Literature & Art Press. In particular, the People's Publishing House's *The Constitution of the CPC* and *Adhere to the Chinese Socialist Path and Struggle for a Prosperous Society* both displayed certified sales of over one million – the former 1.67 million, the latter 1.14 million. The People's Educational Publishing House enjoyed strong sales in most of its elementary-school teaching materials. Changjiang Literature & Art Press, meanwhile, besides continuing strong sales of Mo Yan, found success with a film-spinoff edition of Liu Zhenyun's *Tales of 1942* that includes the novel, the film story, and the film script.

In terms of literary publishing, the undoubted champion is Chongqing Publishing House's best-selling *Long Life Love!* (vol 1), by Huang Xiaoyang. Yilin Press is a close second with *Life of Pi*.

Children's books were led by Shanghai Children's Publishing House's *New Boy Jiali*.

China Textile & Apparel Press's *Newlywed Life: The Only Book You'll Need on Starting a Family*, published a full year ago, got a major boost in advance of January 4, 2013 (a date that, in Chinese, sounds vaguely like "I'll love you always and forever"), when young couples registered *en masse* to be married.



## Year-on-Year Market Share Growth: The Power of Instruction Manuals

In terms of year-on-year growth, the top three publishing houses this month are the People's Publishing House, Shanghai Arts & Literature Publishing House, and the Writers Publishing House, boosted by the 18th Party Congress and Mo Yan, respectively.

In the science & technology category, the People's Posts & Telecom Press found success with a series of computing books, principally manuals for Photoshop, digital photography, and multimedia software.

## New Thinking for Educational Publishers

China's educational publishers are trying to come up with new sources of revenue, in addition to traditional textbook products. This often involves making use of provincial-level publishing groups to diversify away from textbooks entirely:

- Hubei Educational Publishing House has indicated that their non-textbook titles, many of them digital publications, have grown from 10% five years ago to 30% in 2011, to make up nearly half of sales. Hubei Educational was also licensed for advertising services in 2012, and established a new department for education-related advertising; since March 2012 these new services have brought in nearly 200,000 yuan in revenues.
- Fujian Educational Publishing House has launched periodicals such as *The New Instructor*, and developed the "Fujian Educational Press Dream Mountain (Three Mountains)

Training Center," which they plan to extend into a "Dream Mountain Cultural Industrial Park."

- The Jiangxi Educational Publishing House is working with the Jiangxi provincial government's Department of Education to open more preschools, and to establish publishing centers dedicated to preschool and higher-education publishing.
- The Anhui Educational Publishing House is angling towards SAT test preparation materials and training platforms.
- In 2012 the Jiangsu Educational Publishing House launched a project to create a digital database of test preparation materials that will be put into use at the end of 2013.

Challenges remain, particularly in the area of HR, and finding skilled publishing personnel. Years of state-owned corporate culture has left the industry with a lack of professional publishing experience, and educational publishers are trying different tacks to bring themselves up to speed. The Shanxi Educational Publishing House is creating two spin-off companies (Gaode and Gaodian), that will be entirely market-oriented, in the hopes that the parent company will benefit from their corporate experience. Other publishers are joining forces: the Guangxi Educational Publishing House, Guangxi Normal University Publishing House, and the Jieli Publishing House (one of China's most successful publishers of children's fiction) are forming a partnership to make use of Guangxi province's educational resources, hoping to reposition themselves as providers of province-wide educational services, rather than mere publishers.

Years of state-owned culture have left the industry with a lack of professionals

# Bestseller Charts

Table 1: General

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>Frog (Collected Works of Nobel Prize-Winner Mo Yan)</i>	35.00	Shanghai Arts & Literature Publishing House	13,654	39.3
2	<i>Big Breasts, Wide Hips (Newly Revised Edition, Collected Works of Mo Yan)</i>	48.00	Shanghai Arts & Literature Publishing House	10,532	36.0
3	<i>Positive Energy</i>	29.80	Hunan Arts & Literature Publishing House	8,582	27.5
4	<i>Frog</i>	32.00	The Writers Publishing House	7,930	29.9
5	<i>Big Breasts, Wide Hips</i>	46.00	The Writers Publishing House	6,998	30.8
6	<i>Life and Death are Wearing Me Out (Collected Works of Nobel Prize-Winner Mo Yan)</i>	45.00	Shanghai Arts & Literature Publishing House	6,018	33.3
7	<i>Life of Pi</i>	35.00	Yilin Press	5,877	11.2
8	<i>The Credit Factory</i>	36.00	Zhejiang People's Publishing House	5,622	1.1
9	<i>Dream of the Wolf King (Shen Shixi, King of Animal Fiction – Collector's Edition)</i>	18.00	Zhejiang Children's Publishing House	5,421	54.1
10	<i>Red Sorghum Clan (Collected Works of Mo Yan, Revised Edition)</i>	35.00	Shanghai Arts & Literature Publishing House	5,317	32.4
11	<i>The Sandalwood Death (Collected Works of Mo Yan)</i>	37.00	Shanghai Arts & Literature Publishing House	4,894	31.6
12	<i>Between Fiction and Reality</i>	32.00	Changjiang Literature & Art Press	4,861	41.4
13	<i>Charlie IX: The Eternal Kingdom and the Tree of Life</i>	15.00	Zhejiang Children's Publishing House	4,478	39.2
14	<i>Life and Death are Wearing Me Out</i>	39.00	The Writers Publishing House	4,417	33.7
15	<i>Time Brings Victory: Let Time Tell You the Secrets to Success</i>	15.00	Jiangxi People's Publishing House	4,349	8.2
16	<i>Charlie IX: Wedding Gown of the Spirit Princess</i>	15.00	Zhejiang Children's Publishing House	4,269	39.2
17	<i>Long Life Love! (vol 1)</i>	35.00	Chongqing	4,119	5.3
18	<i>Charlie IX: The Spectral Train</i>	15.00	Zhejiang Children's Publishing House	4,109	37.8
19	<i>Charlie IX: The Hunter of Turtle Island</i>	15.00	Zhejiang Children's Publishing House	4,094	39.6
20	<i>The Unknown Lover: Kevin Tsai's Love SMS</i>	29.80	Hunan Arts & Literature Publishing House	4,049	17.5
21	<i>Totto-Chan: The Little Girl at the Window</i>	25.00	Nanhai Press	3,910	59.1
22	<i>Charlie IX: The Ghost of Heibei Street</i>	15.00	Zhejiang Children's Publishing House	3,888	46.6
23	<i>A Good Mother is the Best Teacher</i>	28.00	The Writers Publishing House	3,780	68.2
24	<i>One Hundred Years of Solitude</i>	39.50	Nanhai Press	3,740	54.2
25	<i>Charlie IX: The Golden Eyes of the Feathered Snake Spirit</i>	15.00	Zhejiang Children's Publishing House	3,645	40.1
26	<i>Charlie IX: The Witch's Terrible Mask</i>	15.00	Zhejiang Children's Publishing House	3,624	46.6
27	<i>Charlie IX: The Lost City of Atlantis</i>	15.00	Zhejiang Children's Publishing House	3,612	40.5
28	<i>Mo Yan: A Personal Anthology</i>	68.00	Sichuan Arts & Literature Publishing House	3,552	24.6
29	<i>Yu Jian: Three Square Meals a Day</i>	29.80	Chemical Industry Press	3,550	31.1
30	<i>Charlie IX: Grave of the Vampire</i>	15.00	Zhejiang Children's Publishing House	3,542	42.5
31	<i>Charlie IX: The Devil's Infirmary</i>	15.00	Zhejiang Children's Publishing House	3,484	41.5
32	<i>Vacation School Sports (Zhejiang Province Educational Focus Series)</i>	27.00	Changjiang Literature & Art Press	3,377	0.3
33	<i>Watermelon Clown Forever (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	3,354	45.8
34	<i>Republic of Wine (Mo Yan's Award-Winning Novels)</i>	35.00	Shanghai Arts & Literature Publishing House	3,315	30.8
35	<i>Charlie IX: Charon's Ferry</i>	15.00	Zhejiang Children's Publishing House	3,257	40.8
36	<i>Charlie IX: The Heart of the Pharaoh King</i>	15.00	Zhejiang Children's Publishing House	3,255	46.5
37	<i>The Sandalwood Death</i>	32.00	The Writers Publishing House	3,175	35.6
38	<i>The Retreating Gaze</i>	39.00	Sanlian Bookstore	3,138	52.6
39	<i>Charlie IX: The Last Buddha</i>	15.00	Zhejiang Children's Publishing House	3,084	40.4
40	<i>The Hobbit</i>	36.00	Shanghai People's Publishing House	3,084	11.6
41	<i>Preventative Measures for Occupational Hazards in the PRC (Newly Revised)</i>	5.00	China Legal Publishing House	3,062	12.2
42	<i>Charlie IX: The White Bone Forest</i>	15.00	Zhejiang Children's Publishing House	3,051	41.8
43	<i>The Basics of Four-Color Personality Analysis: Le Jia Teaches You to See in Color</i>	39.00	Hunan Arts & Literature Publishing House	3,048	36.1
44	<i>Charlie IX: Funeral of the Bronze Coffin</i>	15.00	Zhejiang Children's Publishing House	3,045	41.6
45	<i>2013 Almanac</i>	3.00	Anhui Science & Technology Publishing House	3,034	8.5
46	<i>Revolution and the Old Society (Abridged)</i>	48.00	The Commercial Press	3,031	8.4
47	<i>Surgery (2nd Edition)</i>	98.00	Higher Education Press	3,000	0.6
48	<i>Selected Works of Mo Yan (Selected Works of Famous Contemporary Authors)</i>	25.00	Changjiang Literature & Art Press	2,964	23.3
49	<i>This is the Love you Gave Me II: Yunzhi</i>	32.80	Changjiang Literature & Art Press	2,893	29.8
50	<i>Revolution and the Old Society</i>	32.00	The Commercial Press	2,859	5.2
51	<i>Charlie IX: The Spirit's Perch in Raventown</i>	15.00	Zhejiang Children's Publishing House	2,802	45.6
52	<i>A Religious History of Lushan</i>	29.00	Jiangxi People's Publishing House	2,802	0.2
53	<i>The Meaning of Culture</i>	38.00	Changjiang Literature & Art Press	2,725	28.1
54	<i>Tiny Times 3.0 – The Gelded Age</i>	32.80	Changjiang Literature & Art Press	2,701	56.1
55	<i>Life and Death are Wearing Me Out</i>	43.00	The Writers Publishing House	2,580	17.7
56	<i>Wolf Totem</i>	32.00	Changjiang Literature & Art Press	2,529	73.5
57	<i>Mo Yan's Collected Works (16 vols)</i>	618.00	Shanghai Arts & Literature Publishing House	2,527	13.4
58	<i>Queen Stain II: You Will Never Get the Crown</i>	25.00	Changjiang Literature & Art Press	2,504	15.6
59	<i>The Mahogany Forest (Mo Yan's Award-Winning Novels)</i>	35.00	Shanghai Arts & Literature Publishing House	2,498	29.1
60	<i>Red Sorghum (A Treasury of Novellas)</i>	15.00	Flower City Publishing House	2,495	26.0
61	<i>The Children's Secret Paradise (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,449	53.1
62	<i>The Chinese Economy on the Brink of Crisis</i>	39.00	People's Publishing House	2,444	37.9
63	<i>Love in the Time of Cholera</i>	39.50	Nanhai Press	2,416	26.2
64	<i>Loss: We're Finally Old Enough to Talk About the Future</i>	32.00	Wuhan Publishing House	2,399	25.8
65	<i>Tales of 1942</i>	32.00	Changjiang Literature & Art Press	2,382	11.9
66	<i>The Seventh Hunting Hound (Shen Shixi, King of Animal Fiction – Collector's Edition)</i>	16.00	Zhejiang Children's Publishing House	2,281	48.5
67	<i>POW! (Mo Yan's Award-Winning Novels)</i>	37.00	Shanghai Arts & Literature Publishing House	2,269	29.8
68	<i>The Casual Vacancy</i>	57.00	People's Literature Publishing House	2,269	24.1
69	<i>Tips on Job Hunting and Career Planning</i>	28.00	People's Posts & Telecom Press	2,256	0.2
70	<i>Bai's Choice (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,233	60.4
71	<i>The Garlic Ballads (Mo Yan's Award-Winning Novels)</i>	33.00	Shanghai Arts & Literature Publishing House	2,189	29.7
72	<i>Joy (Collected Works of Nobel Prize-Winner Mo Yan)</i>	39.00	Shanghai Arts & Literature Publishing House	2,183	27.4
73	<i>Meeting the Unknown Self – Spiritual Practices for the Urban Soul</i>	29.00	Hunan Arts & Literature Publishing House	2,138	18.9
74	<i>The Kitten is Born in a Mysterious Cave (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,132	67.3
75	<i>2013 in the Chinese Lunar Calendar</i>	8.00	China Agricultural Press	2,090	22.3
76	<i>It's Only Youth if it Hurts – Standing at the Margins of Life</i>	29.80	Guangxi Science & Technology Press	2,061	34.5
77	<i>Kong Rong and the Pears</i>	5.00	New Times Press	2,045	18.7
78	<i>Blazon Forth our Country Prestige</i>	48.00	China Logistics Publishing House	2,040	1.2
79	<i>I Come From a Lonely Star (Sunny Sister's Library)</i>	16.00	Tomorrow Publishing House	2,028	8.7
80	<i>The Orange Fairy (Tang Sulan's Fairy Tale Series)</i>	16.00	Hunan Children's Publishing House	1,993	7.8

Continued on next page

Table 1: General

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
81	<i>The Great Forbidden City 3</i>	36.80	Changjiang Literature & Art Press	1,973	9.5
82	<i>Lunar Almanac for 2013</i>	5.00	Guangxi People's Publishing House	1,965	22.4
83	<i>Creatures, Vol 1 (Little Dolphin Preschool Series)</i>	5.00	Guangzhou Publishing House	1,953	51.2
84	<i>The Story of the Princess' Dream (Barbie Thumbelina)</i>	15.80	Hubei Children's Publishing House	1,945	31.3
85	<i>A Woman Holding Flowers (Collected Works of Nobel Prize-Winner Mo Yan)</i>	42.00	Shanghai Arts & Literature Publishing House	1,944	26.6
86	<i>The Mood Clinic (Pinyin Edition, The Merry Rats Series No 7)</i>	15.00	21st Century Publishing House	1,933	11.1
87	<i>Legends from the Roco Kingdom III</i>	22.00	Jiangsu Literature & Art Publishing House	1,931	13.7
88	<i>The Traitorous Teeth (My Son Pica)</i>	15.00	21st Century Publishing House	1,922	18.2
89	<i>The Last War Elephant (Shen Shixi, King of Animal Fiction – Collector's Edition)</i>	16.00	Zhejiang Children's Publishing House	1,909	43.9
90	<i>Hilarious Campus 30</i>	10.00	New Century Press	1,904	16.3
91	<i>The Secret</i>	32.00	China City Press	1,882	47.0
92	<i>Glorious Suffering</i>	46.00	Huayi Publishing House	1,878	57.1
93	<i>White Dog Swing (Collected Works of Nobel Prize-Winner Mo Yan)</i>	43.00	Shanghai Arts & Literature Publishing House	1,834	28.6
94	<i>The Craft of Pottery (2nd Ed., 11th 5-Year-Plan National Standard Educational Series)</i>	80.00	China Light Industry Press	1,825	2.7
95	<i>Steve Jobs</i>	68.00	CITIC Press Corporation	1,822	54.5
96	<i>A Date with the Master (Collected Works of Nobel Prize-Winner Mo Yan)</i>	47.00	Shanghai Arts & Literature Publishing House	1,822	28.7
97	<i>The Thirteen Steps (Mo Yan's Award-Winning Novels)</i>	33.00	Shanghai Arts & Literature Publishing House	1,819	26.8
98	<i>Things Girls Ought to Know</i>	29.80	Yilin Press	1,797	17.8
99	<i>White Deer Plain (20th Anniversary Collector's Edition)</i>	39.00	People's Literature Publishing House	1,785	29.5
100	<i>Youth</i>	29.00	Hunan People's Publishing House	1,783	48.4

Table 2: General Non-Fiction

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>The Constitution of the CPC</i>	3.50	People's Publishing House	1,678,803	46.1
2	<i>Adhere to the Chinese Socialist Path and Struggle for a Prosperous Society</i>	4.50	People's Publishing House	1,143,336	45.3
3	<i>Compiled Documents of the 18th CPC National Congress</i>	10.00	People's Publishing House	295,972	44.3
4	<i>Report Guide to Reading the 18th Communist Party Congress Report</i>	30.00	People's Publishing House	293,621	44.0
5	<i>Adhere to and Develop Socialism with Chinese Characteristics in Studying and Implementing the Party Spirit of the 18th Congress</i>	2.50	People's Publishing House	30,062	16.6
6	<i>Questions and Answers on Party Constitutional Amendment during the 18th Communist Party Congress</i>	15.00	Party Building Books Publishing House	22,104	15.1
7	<i>Study Questions and Answers for the Constitution of the 18th Communist Party Congress</i>	16.00	People's Publishing House	15,193	16.0
8	<i>The Constitution of the CPC</i>	3.00	People's Publishing House	15,018	8.1
9	<i>Study Manual for the Constitution of the 18th Communist Party Congress</i>	18.00	People's Publishing House	13,865	16.4
10	<i>Being the Best Party Member You Can Be</i>	22.00	Jiangsu People's Publishing House	13,628	15.9
11	<i>Questions on Guided Study of the 18th Communist Party Congress</i>	23.00	Party Building Books Publishing House	11,383	6.2
12	<i>The Speeches of Zbu Rongji (Part 1)</i>	49.00	People's Publishing House	10,299	60.6
13	<i>The Speeches of Zbu Rongji (Part 4)</i>	49.00	People's Publishing House	10,285	60.3
14	<i>The Speeches of Zbu Rongji (Part 3)</i>	49.00	People's Publishing House	10,275	60.4
15	<i>The Speeches of Zbu Rongji (Part 2)</i>	49.00	People's Publishing House	10,265	60.5
16	<i>Positive Energy</i>	29.80	Hunan Arts & Literature Publishing House	8,582	27.5
17	<i>Adhere to the Chinese Socialist Path and Struggle for a Prosperous Society (2012/11/8)</i>	10.00	People's Publishing House	5,716	11.5
18	<i>The Credit Factory</i>	36.00	Zhejiang People's Publishing House	5,622	1.1
19	<i>The Constitution of the CPC (International Book-Format Hardcover)</i>	10.00	People's Publishing House	4,629	9.8
20	<i>Time Brings Victory: Let Time Tell You the Secrets to Success</i>	15.00	Jiangxi People's Publishing House	4,349	8.2
21	<i>Compiled Documents of the 18th CPC National Congress</i>	16.00	People's Publishing House	3,463	8.9
22	<i>On China</i>	68.00	CITIC Press Corporation	3,390	24.3
23	<i>The First Resource: A Concise Reader on Scientific Talent</i>	33.00	Jiangsu People's Publishing House	3,246	4.5
24	<i>Preventative Measures for Occupational Hazards in the PRC (Newly Revised)</i>	5.00	China Legal Publishing House	3,062	12.2
25	<i>The Basics of Four-Color Personality Analysis: Le Jia Teaches You to See in Color</i>	39.00	Hunan Arts & Literature Publishing House	3,048	36.1
26	<i>Revolution and the Old Society (Abridged)</i>	48.00	The Commercial Press	3,031	8.4
27	<i>Educational Reader in Honest Administration for Government Officials</i>	30.00	China Fangzheng Publishing House	2,918	12.6
28	<i>Revolution and the Old Society</i>	32.00	The Commercial Press	2,859	5.2
29	<i>A Religious History of Lusban</i>	29.00	Jiangxi People's Publishing House	2,802	0.2
30	<i>The Chinese Economy on the Brink of Crisis</i>	39.00	People's Publishing House	2,444	37.9

Table 3: Arts

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>My Calligraphy Tutor</i>	12.00	Shanghai Transportation University Press	1,223	5.4
2	<i>Cursive and Formal Scripts (Graded Calligraphy Test Preparation Materials)</i>	12.00	Shanxi People's Publishing House	883	26.2
3	<i>Cursive Script (Graded Calligraphy Test Preparation Materials)</i>	12.00	Shanxi People's Publishing House	867	26.0
4	<i>Tian Yingzhang's Formal Script: 7000 Common Characters</i>	15.00	Shanghai Transportation University Press	866	14.4
5	<i>Pang Zhonghua, The Calligrapher's Vocabulary (Formal Script, Revised Edition)</i>	10.00	The Time Literature and Art Press	865	13.4
6	<i>Czerny Practical Exercises for Beginners, Op. 599.</i>	15.00	People's Music Publishing House	720	19.1
7	<i>From Formal Script to Grass Script (Graded Calligraphy Test Course Materials)</i>	12.00	Shanxi People's Publishing House	706	26.8
8	<i>John Thompson's Easiest Piano Course 2 (Imported Edition)</i>	13.00	Shanghai Music Publishing House	703	34.0
9	<i>Hanon – The Virtuoso Pianist</i>	27.00	People's Music Publishing House	681	16.3
10	<i>Formal Script (Graded Calligraphy Test Course)</i>	12.00	Shanxi People's Publishing House	628	27.7
11	<i>Beyer's Basic Piano Course</i>	22.00	People's Music Publishing House	611	13.0
12	<i>Tian Yingzhang's Formal Script: 7000 Common Characters (2nd Edition)</i>	15.00	Shanghai Transportation University Press	591	11.1
13	<i>New School Slang (Modern Masters Hard-Pen Calligraphy Tracing Sheets)</i>	10.00	Hubei Fine Arts Publishing House	588	45.1
14	<i>7000 Common Characters, Formal Script Tracing Sheets for Brush and Pen (Pang Zhonghua)</i>	10.00	The Time Literature and Art Press	588	30.5
15	<i>Pang Zhonghua, Formal Script Introductory and Beginner Materials (Revised Edition, Pang Zhonghua's Hard-Pen Calligraphy Series)</i>	10.00	The Time Literature and Art Press	584	31.8
16	<i>John Thompson's Easiest Piano Course 3</i>	15.00	Shanghai Music Publishing House	562	29.3
17	<i>Basic Calligraphy (Introductory Course in Tian Yingzhang's Formal Script)</i>	12.00	Shanghai Transportation University Press	557	14.5
18	<i>Pang Zhonghua, Fundamentals of Hard-Pen Formal Script</i>	14.00	The Time Literature and Art Press	556	20.0
19	<i>Teach Yourself Guitar in Three Months (With CD)</i>	48.00	Blue Sky Publishing House	538	34.8
20	<i>Tracing Paper for Calligraphy Students (One Course)</i>	12.00	Shanghai Transportation University Press	520	12.0
21	<i>Pang Zhonghua, 3,500 Common Characters Formal Script Fountain Pen Tracing Exercises (Revised Edition, Pang Zhonghua's Hard-Pen Calligraphy Series)</i>	10.00	The Time Literature and Art Press	516	32.3
22	<i>Cursive Script (Famous Calligraphers Teach You – Hua Xiawan)</i>	12.00	Shanghai Transportation University Press	505	8.4
23	<i>Stroke Order in Fountain Pen Calligraphy (Revised Edition)</i>	10.00	Shanghai Brilliant Publishing House	500	10.8
24	<i>High School Music Exam Sight-Reading and Ear-Training Practice (4th Edition, MP3 Included)</i>	29.80	Hunan Arts & Literature Publishing House	493	26.7
25	<i>John Thompson's Easiest Piano Course 1</i>	13.00	Shanghai Music Publishing House	491	34.4
26	<i>The Simplest Songs! A Super Selection of Pop Piano Pieces</i>	32.00	Hunan Arts & Literature Publishing House	490	25.8
27	<i>Choreography and Practice for Children's Dance</i>	18.00	Zhejiang University Press	490	3.9
28	<i>Against Polish (Zhang Jundong on Art)</i>	59.00	Petroleum Industry Press	472	0.7
29	<i>An Introduction to Artistic Design</i>	42.00	Hubei Fine Arts Publishing House	471	3.2
30	<i>Basic Course in Sketching (Fundamentals of Tian Yingzhang Calligraphy Brush Formal Script)</i>	11.00	Xiling Seal Engraver's Society Publishing House	469	35.3

Table 4: Science and Technology

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>Surgery (2nd Edition)</i>	98.00	Higher Education Press	3,000	0.6
2	<i>The Craft of Pottery (2nd Ed., 11th 5-Year-Plan National Standard Educational Series)</i>	80.00	China Light Industry Press	1,825	2.7
3	<i>The Fundamentals of Computer Usages (Windows XP + Office 2007)</i>	21.80	Higher Education Press	1,448	0.2
4	<i>Measurement in Architectural Engineering (Higher-Ed Vocational/Professional, 12th Five-Year-Plan Educational Materials)</i>	34.00	Nanjing University Press	1,295	0.2
5	<i>Practical Usage Guide to Office (Revised Edition)</i>	24.00	Science Press	1,151	0.3
6	<i>Practical Map to the Acupuncture Points of the Body</i>	19.80	Chemical Industry Press	1,140	44.8
7	<i>Bidding and Contract Management</i>	25.00	China Electric Power Press	1,135	2.1
8	<i>Budget Estimation in Architectural Engineering</i>	33.00	Wuhan University of Technology Press	1,121	0.9
9	<i>Architectural Mechanics (Higher-Ed Vocational)</i>	36.00	Beijing Institute of Technology Press	1,033	0.3
10	<i>Test Materials for Office Software (Windows platform, 2011 Revised ed)</i>	39.80	Science Press	1,020	3.2
11	<i>Developments in Neuroscience II</i>	98.00	Higher Education Press	1,000	0.3
12	<i>Construction Project Onsite Management (3rd Edition, National Second-Grade Construction Professional Qualification Exam Guide (2012 Edition))</i>	48.00	China Architectural Engineering Press	870	13.8
13	<i>The Fundamentals of Computer Usage (2nd Ed)</i>	23.60	Higher Education Press	850	0.5
14	<i>Safe Production Management in Construction Projects (2nd Edition)</i>	25.00	China Architectural Engineering Press	794	4.9
15	<i>Safe Production Technology in Construction Projects (2nd Edition)</i>	43.00	China Architectural Engineering Press	789	5.3
16	<i>Budget Estimation in Decorative Architectural Engineering (Professional Decorative Architectural Techniques)</i>	20.00	China Architectural Engineering Press	775	1.1
17	<i>Architectural Engineering Cost Analysis and Cost-Estimate Software Usage</i>	36.00	Southeastern University Press	774	2.2
18	<i>Construction Project Management (Higher-Ed Vocational/Professional 12th Five-Year-Plan Educational Materials, Civil Engineering Series)</i>	35.00	Nanjing University Press	774	0.2
19	<i>Safe Production Laws and Regulations in Construction Projects (2nd Edition)</i>	20.00	China Architectural Engineering Press	770	4.2
20	<i>A Brief History of Time (Illustrated)</i>	45.00	Hunan Science & Technology Publishing House	734	49.8
21	<i>The Fundamentals of Computing Culture</i>	35.00	Chemical Industry Press	700	2.7
22	<i>Fundamentals Knowledge Map of Architectural Structures (2nd Edition)</i>	25.00	China Architectural Engineering Press	665	3.0
23	<i>Construction Project Regulations and Relevant Information (3rd Edition, National Second-Grade Construction Professional Qualification Exam Guide (2012 Edition))</i>	46.00	China Architectural Engineering Press	643	13.3
24	<i>Color Blindness Test Images (4th Edition)</i>	38.00	People's Medical Publishing House	621	60.2
25	<i>Investment Controls in Construction Projects (National Higher-Ed Vocational/Professional Architecture Educational Materials)</i>	33.00	Yellow River Conservancy Press	600	1.2
26	<i>Compensation Case Studies in Architectural Engineering (Introduction to Architectural Engineering Series)</i>	24.00	China Machine Press	587	5.6
27	<i>Municipal Engineering Budget Estimates and Engineering Inventory Pricing</i>	39.00	Harbin Engineering University Press	583	1.1
28	<i>Learn Acupuncture Points the Easy Way</i>	10.00	Chemical Industry Press	563	35.1
29	<i>Three Foundations Clinical Medicine Exercises for Nurses, 4th Edition</i>	36.00	Hunan Science & Technology Publishing House	531	30.6
30	<i>Construction Project Investment Bidding and Contract Management</i>	30.00	Peking University Press	478	2.5

Table 5: Life and Lifestyle

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>Map of Sansha City, Hainan Province, PRC</i>	12.00	Star Map Publishing House	6,261	17.6
2	<i>Yu Jian: Three Square Meals a Day</i>	29.80	Chemical Industry Press	3,550	31.1
3	<i>Map of China (21st Century New Edition)</i>	6.00	Shandong Map Press	3,237	48.5
4	<i>The Diaoyu and Other Islands Belonging to the PRC</i>	6.00	Sinomaps Press	3,049	30.5
5	<i>2012 Shanghai Roads and Transportation Maps (For Drivers)</i>	8.00	Shanghai People's Publishing House	2,401	10.0
6	<i>New World Map (21st Century New Edition)</i>	6.00	Shandong Map Press	1,835	48.3
7	<i>A Taste of China</i>	50.00	Guangming Daily Press	1,691	42.0
8	<i>2013 Good Health Desk Calendar</i>	29.80	Chemical Industry Press	1,588	7.5
9	<i>Healthy Herbs from the Wang Family</i>	29.80	China Light Industry Press	1,534	18.0
10	<i>Home or Office Exercise Poster</i>	5.90	The North Literature & Art Publishing House	1,525	33.4
11	<i>Balcony Plants from Zero ("Happy Farm" Series)</i>	29.00	Chemical Industry Press	1,461	7.0
12	<i>Map of Shandong Province</i>	6.00	Shandong Map Press	1,428	10.4
13	<i>Pocket Reference to Food Combinations (Pocket Reference Series)</i>	19.80	Chemical Industry Press	1,388	33.8
14	<i>Pregnancy, Birth, Motherhood (Two-Color Edition, CD Included)</i>	35.00	Qingdao Publishing House	1,345	65.0
15	<i>Handbook to Complementary Foods: The Good and the Bad</i>	18.00	Qingdao Publishing House	1,324	48.8
16	<i>Map of China</i>	7.00	Hunan Map Publishing House	1,185	19.5
17	<i>A Pocket Reference to the Diabetic Diet (Pocket Reference Series)</i>	19.80	Chemical Industry Press	1,130	14.2
18	<i>A Pocket Reference to Acupressure Points (Pocket Reference Series)</i>	19.80	Chemical Industry Press	1,126	35.2
19	<i>Why We Travel</i>	32.00	CITIC Press Corporation	1,118	13.2
20	<i>Newlywed Life: The Only Book You'll Need on Starting a Family</i>	24.80	China Textile & Apparel Press	1,032	15.5
21	<i>Shanghai Maps: City and Outer Districts</i>	8.00	Shanghai Popular Science Press	1,017	11.1
22	<i>Shanghai Metropolitan Public Transport Map (May 2004 Edition)</i>	10.00	Shanghai Scientific & Technological Literature Publishing House	1,008	17.9
23	<i>Old Remedies for Women's Problems</i>	29.90	Jiangsu Science & Technology Publishing House	1,006	42.8
24	<i>Nanny: National Professional Qualification 4th Level (Professional Techniques and Training Materials)</i>	22.00	China Labor & Social Security Press	990	2.4
25	<i>Nanny: National Professional Qualification 3rd Level (Professional Techniques and Training Materials)</i>	20.00	China Labor & Social Security Press	990	3.5
26	<i>Shanghai Maps: Public Transport Tourist Maps (New 2012 Edition)</i>	10.00	Shanghai Popular Science Press	974	8.9
27	<i>A Compendium of Healthy Soy Milk Rice Porridge and Fruit Juice (The Modernist)</i>	29.80	China Light Industry Press	958	35.2
28	<i>Basic Home Cooking in Seven Days</i>	25.00	Jilin Science & Technology Publishing House	934	39.5
29	<i>Nifty Lady Home Cooking (CD Included)</i>	29.80	Qingdao Publishing House	925	42.6
30	<i>The Complete Collection of Home-Cooking Classics</i>	29.80	Qingdao Publishing House	924	44.7

Table 6: Fiction and Poetry

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>Frog (Collected Works of Nobel Prize-Winner Mo Yan)</i>	35.00	Shanghai Arts & Literature Publishing House	113,654	39.3
2	<i>Big Breasts, Wide Hips (Newly Revised Edition, Collected Works of Mo Yan)</i>	48.00	Shanghai Arts & Literature Publishing House	10,532	36.0
3	<i>Frog</i>	32.00	The Writers Publishing House	7,930	29.9
4	<i>Big Breasts, Wide Hips</i>	46.00	The Writers Publishing House	6,998	30.8
5	<i>Life and Death are Wearing Me Out (Collected Works of Nobel Prize-Winner Mo Yan)</i>	45.00	Shanghai Arts & Literature Publishing House	6,018	33.3
6	<i>Life of Pi</i>	35.00	Yilin Press	5,877	11.2
7	<i>Red Sorghum Clan (Collected Works of Mo Yan, Revised Edition)</i>	35.00	Shanghai Arts & Literature Publishing House	5,317	32.4
8	<i>The Sandalwood Death (Collected Works of Mo Yan)</i>	37.00	Shanghai Arts & Literature Publishing House	4,894	31.6
9	<i>Between Fiction and Reality</i>	32.00	Changjiang Literature & Art Press	4,861	41.4
10	<i>Life and Death are Wearing Me Out</i>	39.00	The Writers Publishing House	4,417	33.7
11	<i>Long Life Love! (vol 1)</i>	35.00	Chongqing Publishing House	4,119	5.3
12	<i>The Unknown Lover: Kevin Tsai's Love SMS</i>	29.80	Hunan Arts & Literature Publishing House	4,049	17.5
13	<i>One Hundred Years of Solitude</i>	39.50	Nanhai Press	3,740	54.2
14	<i>Mo Yan: A Personal Anthology</i>	68.00	Sichuan Arts & Literature Publishing House	3,552	24.6
15	<i>Republic of Wine (Mo Yan's Award-Winning Novels)</i>	35.00	Shanghai Arts & Literature Publishing House	3,315	30.8
16	<i>The Sandalwood Death</i>	32.00	The Writers Publishing House	3,175	35.6
17	<i>The Retreating Gaze</i>	39.00	Sanlian Bookstore	3,138	52.6
18	<i>The Hobbit</i>	36.00	Shanghai People's Publishing House	3,084	11.6
19	<i>Selected Works of Mo Yan (Selected Works of Famous Contemporary Authors)</i>	25.00	Changjiang Literature & Art Press	2,964	23.3
20	<i>This is the Love you Gave Me II: Yunzhi</i>	32.80	Changjiang Literature & Art Press	2,893	29.8
21	<i>The Meaning of Culture</i>	38.00	Changjiang Literature & Art Press	2,725	28.1
22	<i>Tiny Times 3.0 - The Gelded Age</i>	32.80	Changjiang Literature & Art Press	2,701	56.1
23	<i>Life and Death are Wearing Me Out</i>	43.00	The Writers Publishing House	2,580	17.7
24	<i>Wolf Totem</i>	32.00	Changjiang Literature & Art Press	2,529	73.5
25	<i>Mo Yan's Collected Works (16 vols)</i>	618.00	Shanghai Arts & Literature Publishing House	2,527	13.4
26	<i>Queen Stain II: You Will Never Get the Crown</i>	25.00	Changjiang Literature & Art Press	2,504	15.6
27	<i>The Mahogany Forest (Mo Yan's Award-Winning Novels)</i>	35.00	Shanghai Arts & Literature Publishing House	2,498	29.1
28	<i>Red Sorghum (A Treasury of Novellas)</i>	15.00	Flower City Publishing House	2,495	26.0
29	<i>Love in the Time of Cholera</i>	39.50	Nanhai Press	2,416	26.2
30	<i>Loss: We're Finally Old Enough to Talk About the Future</i>	32.00	Wuhan Publishing House	2,399	25.8



Table 7: Children's Literature

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	<i>Dream of the Wolf King (Shen Shixi, King of Animal Fiction – Collector's Edition)</i>	18.00	Zhejiang Children's Publishing House	5,421	54.1
2	<i>Charlie IX: The Eternal Kingdom and the Tree of Life</i>	15.00	Zhejiang Children's Publishing House	4,478	39.2
3	<i>Charlie IX: Wedding Gown of the Spirit Princess</i>	15.00	Zhejiang Children's Publishing House	4,269	39.2
4	<i>Charlie IX: The Spectral Train</i>	15.00	Zhejiang Children's Publishing House	4,109	37.8
5	<i>Charlie IX: The Hunter of Turtle Island</i>	15.00	Zhejiang Children's Publishing House	4,094	39.6
6	<i>Totto-Chan: The Little Girl at the Window</i>	25.00	Nanhai Press	3,910	59.1
7	<i>Charlie IX: The Ghost of Heibei Street</i>	15.00	Zhejiang Children's Publishing House	3,888	46.6
8	<i>Charlie IX: The Golden Eyes of the Feathered Snake Spirit</i>	15.00	Zhejiang Children's Publishing House	3,645	40.1
9	<i>Charlie IX: The Witch's Terrible Mask</i>	15.00	Zhejiang Children's Publishing House	3,624	46.6
10	<i>Charlie IX: The Lost City of Atlantis</i>	15.00	Zhejiang Children's Publishing House	3,612	40.5
11	<i>Charlie IX: Grave of the Vampire</i>	15.00	Zhejiang Children's Publishing House	3,542	42.5
12	<i>Charlie IX: The Devil's Infirmary</i>	15.00	Zhejiang Children's Publishing House	3,484	41.5
13	<i>Watermelon Clown Forever (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	3,354	45.8
14	<i>Charlie IX: Charon's Ferry</i>	15.00	Zhejiang Children's Publishing House	3,257	40.8
15	<i>Charlie IX: The Heart of the Pharaoh King</i>	15.00	Zhejiang Children's Publishing House	3,255	46.5
16	<i>Charlie IX: The Last Buddha</i>	15.00	Zhejiang Children's Publishing House	3,084	40.4
17	<i>Charlie IX: The White Bone Forest</i>	15.00	Zhejiang Children's Publishing House	3,051	41.8
18	<i>Charlie IX: Funeral of the Bronze Coffin</i>	15.00	Zhejiang Children's Publishing House	3,045	41.6
19	<i>Charlie IX: The Spirit's Perch in Raventown</i>	15.00	Zhejiang Children's Publishing House	2,802	45.6
20	<i>The Children's Secret Paradise (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,449	53.1
21	<i>The Seventh Hunting Hound (Shen Shixi, King of Animal Fiction – Collector's Edition)</i>	16.00	Zhejiang Children's Publishing House	2,281	48.5
22	<i>Bai's Choice (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,233	60.4
23	<i>The Kitten is Born in a Mysterious Cave (The Laughing Cat's Diary)</i>	15.00	Tomorrow Publishing House	2,132	67.3
24	<i>Kong Rong and the Pears</i>	5.00	New Times Press	2,045	18.7
25	<i>I Come From a Lonely Star (Sunny Sister's Library)</i>	16.00	Tomorrow Publishing House	2,028	8.7
26	<i>The Orange Fairy (Tang Sulan's Fairy Tale Series)</i>	16.00	Hunan Children's Publishing House	1,993	7.8
27	<i>Creatures, Vol I (Little Dolphin Preschool Series)</i>	5.00	Guangzhou Publishing House	1,953	51.2
28	<i>The Story of the Princess' Dream (Barbie Thumbelina)</i>	15.80	Hubei Children's Publishing House	1,945	31.3
29	<i>The Mood Clinic (Pinyin Edition, The Merry Rats Series No 7)</i>	15.00	21st Century Publishing House	1,933	11.1
30	<i>Legends from the Roco Kingdom III</i>	22.00	Jiangsu Literature & Art Publishing House	1,931	13.7

Table 8: Sports and Fitness

Ranking	Book Title	List Price (yuan)	Edition	Sales	Ret. Cover.
1	《(07春)2下语文(义教课程标准)》	6.10	People's Education Press	35,290	1.2
2	<i>Second Grade (2nd Semester) Mathematics</i>	4.90	People's Education Press	34,518	1.2
3	<i>Third Grade (2nd Semester) Mathematics</i>	4.50	People's Education Press	31,028	1.2
4	<i>Fourth Grade (2nd Semester) Mathematics</i>	6.60	People's Education Press	28,707	1.3
5	<i>Elementary-School Mathematics (Fourth Grade Second Semester (2007 Standard Course Materials))</i>	5.00	People's Education Press	28,190	0.3
6	<i>Fifth Grade (2nd Semester) Mathematics</i>	6.80	People's Education Press	27,738	1.2
7	<i>Mathematics (Sixth Grade Second Semester, Standard Course Materials)</i>	4.81	People's Education Press	27,027	0.6
8	<i>Fifth Grade (2nd Semester) Standard Science</i>	5.61	Jiangsu Education	25,444	0.8
9	<i>Xinbua Dictionary 11th Edition (Two Color)</i>	24.90	The Commercial Press	22,322	60.8
10	<i>New Standard F Mathematics, Book 9, Vol. 2</i>	7.90	People's Education Press	21,746	1.8
11	<i>Second Grade (2nd Semester) Biology</i>	6.60	People's Education Press	19,537	0.9
12	<i>Modern Chinese Dictionary (6th Edition)</i>	95.00	The Commercial Press	18,497	59.0
13	<i>Xinbua Dictionary 11th Edition</i>	19.90	The Commercial Press	14,092	60.4
14	<i>Chinese Language Requirements (Grade 3)</i>	8.70	People's Education Press	11,054	3.8
15	<i>Chinese Language Requirements (Grade 4)</i>	8.70	People's Education Press	10,992	3.8
16	<i>High School Geology Standard Textbook</i>	8.20	People's Education Press	10,982	2.5
17	<i>High School Biology (Hereditry and Evolution, 2)</i>	10.00	People's Education Press	10,817	1.5
18	<i>Enchanting Jiangxi (Jiangxi Province Educational Reader)</i>	24.00	Jiangxi People's Publishing House	10,600	1.0
19	<i>Standard Textbook – High School English (3)</i>	8.70	People's Education Press	10,478	2.4
20	<i>Standard Textbook – High School English (4)</i>	8.70	People's Education Press	10,475	2.3
21	<i>Gold Rush High-Level Graduate English Requirements: Essay Breakthrough</i>	23.80	Beijing World Publishing Company	9,787	6.5
22	<i>University English Graded Test Vocabulary and Sample Questions</i>	24.80	Harbin Engineering University Press	9,500	0.1
23	<i>Political Thought II (Mandatory Political Life: Standard High School Experimental Course Materials)</i>	8.70	People's Education Press	9,351	5.2
24	<i>Required Courses 2 (A Ed) Mathematics – Standard High School Courses, Experimental Textbook</i>	8.70	People's Education Press	8,011	1.1
25	<i>Standard L Elementary English (New Standard) Classroom Activities and Evaluations (3rd grade and up), Vols. 1-2</i>	7.80	Foreign Language Teaching and Research Press	6,757	0.1
26	<i>Required Courses 4 Standard High School Mathematics (A Ed)</i>	8.90	People's Education Press	6,527	0.3
27	<i>Ninth Grade Chinese II (People's Educational Press Experimental Materials, Full Set, Complete Middle School Educational Materials)</i>	21.80	Shaanxi People's Education Press	4,933	28.7
28	<i>National Higher-Education English Practical Test Questions Level B</i>	19.80	Peking University Press	4,787	0.1
29	<i>Longman/Foreign Languages Press New Concept English II (New Edition)</i>	38.90	Foreign Language Teaching and Research Press	4,266	62.1
30	<i>New Concept English I (New Edition, Beginning)</i>	29.90	Foreign Language Teaching and Research Press	4,210	64.4

## December Bestsellers: New Publications

### A Storm of New Offerings, Lackluster Sales

At the close of the year, in preparation for the Chinese New Year holiday, publishers began rolling out new offerings, creating a noticeable increase of new entrants on the market. But sales, market share, and retail coverage of new publications all left something to be desired.

steady increase since September, slackening slightly in November, but rallying in December.

#### New Publications: Number of Titles

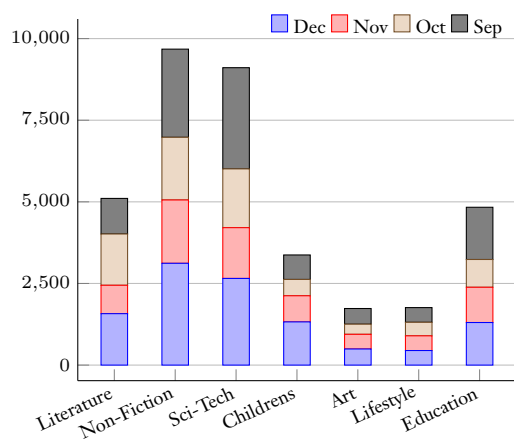


Figure 1: New Publications over a Four-month Period

A total of 10,913 new publications went on the market in December, 2012. The non-fiction category took the lead with 3,118 publications, followed by science and technology with 2,654 publications. These two categories had 28.57% and 24.32% market shares, respectively. Next came literature, with 1,575 new publications, and a market share of 14.43%. Among other categories, only children's literature and sports had more than 1,000 new publications: 1,323 new children's books took a 12.12% market share, while sports brought in 1,304 books with a 11.95% market share. The weakest categories were arts (493 books) and lifestyle (446 books), with market shares of 4.52% and 4.09%, respectively.

December publications constitute a marked increase over November's 7,262 new books: a leap of 50.28%. This increase was visible in all categories except for art. Non-fiction saw the largest monthly increase, at 60.80%, offering 1,179 more publications than November. Science and technology was the only other category to show more than 1,000 publications over the month previous, with an increase of 1,099. Only art performed poorly compared to November, producing 40 fewer books, a drop of 7.50%.

Looking at numbers of new publications over the last four months, it's clear from Figure 1 that numbers have shown a

#### New Publications: Sales Rates

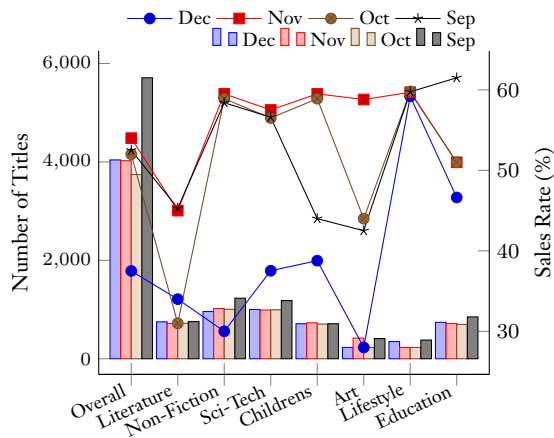


Figure 2: Sales Rates: Four Month Period

The number of books published and actually sold in December increased by 16 over November, to a total of 4,040. The 37.02% sales rate is 18.39 percentage points lower than the previous month's rate, which was the lowest of any of the past four months. For the four months beginning with September, new books that made sales totaled 5,709, 3,744, 4,024, and 4,040, by month. Broken down by category, lifestyle books lead with a sales rate of 59.19%, followed by sports, with 46.63%. The top sellers of these two categories are, respectively, Sinomaps Press's *Beijing Municipal Public Transport Maps*, and Xi'an Communications University Press's *The Final Four Test Sets (2013 Professor Ren Rufen Graduate Politics Test Series IV)*. Categories exhibiting higher sales-rates than the overall average are children's books (38.78%), the top seller of which is *Sunny Sister Jia Nianhua: You're my Big Brother (New Edition)* from Tomorrow Publishing House, and science and technology (37.53%), the top seller of which is People's Military Medical Press's *2013 Practice Tests (With Explanation) for Nursing (5th Edition)*.

A comparison of sales ratings over the last four months of 2012 shows an overall decreasing trend in sales, ending with December as the weakest month. Within category breakdowns, December's sales ratings show both increases and decreases as compared to November, with upticks in science and technology (126 new books making sales) and literature (117 selling books), while both non-fiction (182) and art (166) exhibited



marked decreases. Sales rates for various categories fell across the board, with the largest drops in arts (28.92 points) and non-fiction (27.80 points).

### New Publications: Market Share

Falling market share both overall and by category

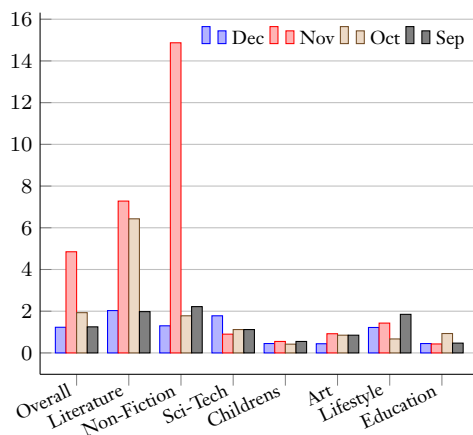


Figure 3: New Publications' Market Share (%): Four-month Period

Figure 3 shows the aggregate market value of new publications as a percentage of total market value over the last four months of 2012. The share of new books published in December was only 1.23%, a drop of 3.62 percentage points over the previous month's 4.85%. For the last four months of 2012, the top ten sellers represented 0.226, 0.4888, 2.7528, and 0.2218 percent of total market value. The individual books with the highest percentage of total market value were, by month: *Past Glory – Crises of Survival in Our New World*, 0.0444; *Life and Death are Wearing Me Out*, 0.1109; *Report Guide to Reading the 18th Communist Party Congress Report*, 0.8377; and *The Credit Factory*, 0.0810. These figures are entirely in line with the general trend: a slow climb towards November, followed by a sharp fall in December.

Looking at the December figures by category, literature performed most strongly, with a share of 2.03%, topped by Shanghai People's Publishing House's edition of *The Hobbit*. None of the other categories broke 2%, but relatively strong showings came from science and technology, with 1.78%, social sciences, with 1.3%, and lifestyle, with 1.22%. The worst performer was children's literature, with a mere 0.45%. The four-month performance of each category exhibited clear trends: non-fiction reached a peak in November and dipped again in December. Mo Yan's Nobel prize win gave literature a notable sales boost in October, but that had slipped again by December to a three-month low. Throughout the entire four-month periods children's literature and educational works remained under 1% – clearly, sales of new books were influenced by school vacations.

# Bestseller Charts: New Publications

Table 9: General

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>The Credit Factory</i>	36.00	Zhejiang People's Publishing House	5,621	1.0
2	<i>The Hobbit</i>	36.00	Shanghai People's Publishing House	2,976	10.3
3	<i>Eater of Hearts</i>	29.80	Jiangsu Literature & Art Publishing House	1,249	3.8
4	<i>Ab Sbuai 36</i>	10.00	Yunnan Educational Publishing House	1,157	9.3
5	<i>Fengsbui in the Year of the Snake</i>	39.90	China Logistics Publishing House	1,046	15.2
6	<i>Recommendations on Reform: The Pressing Questions that Face China</i>	38.00	21st Century Publishing House	1,043	0.7
7	<i>Here's What War Is: Yuan Tengfei on WWII (Part One)</i>	38.00	Hunan People's Publishing House	970	7.1
8	<i>Alluring Flights (Di An Short Story/Novella Collection)</i>	28.80	Changjiang Literature & Art Press	725	5.7
9	<i>2037 Notes on Chemistry</i>	26.80	Changjiang Literature & Art Press	608	8.6
10	<i>WTF!?! This is College?</i>	29.80	Hunan Arts & Literature Publishing House	604	4.5
11	<i>2013 Analysis and Outlook for the Chinese Economy</i>	59.00	Social Sciences Academic Press	585	4.0
12	<i>Hilarious Campus 31 (The Funny World of Cartoons Series)</i>	10.00	New Century Press	567	2.8
13	<i>Red (Through the Ages with An Dongni)</i>	28.80	Changjiang Literature & Art Press	481	3.6
14	<i>Jimmy Liao – Embrace</i>	32.00	Dolphin Books	440	3.0
15	<i>Mo Yan's Award-Winning Novels (Complete Set of 7)</i>	358.00	Shanghai Arts & Literature Publishing House	379	6.2
16	<i>Sunny Sister Jia Nianhua: You're my Big Brother (New Edition)</i>	16.00	Tomorrow Publishing House	362	4.7
17	<i>Niu Dao on Currency: The Call to War</i>	36.80	China Commercial Publishing House	353	4.6
18	<i>Wen Zi and Hao Sheng On the Road</i>	39.80	Blossom Press	339	0.9
19	<i>I, Too, Have Wandered Long</i>	26.80	Chunfeng Literature & Arts Press	311	0.3
20	<i>Mao Zedong's Remaking of the Old Society (1949–1961)</i>	58.00	People's Literature Publishing House	298	3.6

Table 10: Literature

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>The Hobbit</i>	36.00	Shanghai People's Publishing House	2,976	10.3
2	<i>Eater of Hearts</i>	29.80	Jiangsu Literature & Art Publishing House	1,249	3.8
3	<i>Alluring Flights (Di An Short Story/Novella Collection)</i>	28.80	Changjiang Literature & Art Press	725	5.7
4	<i>2037 Notes on Chemistry</i>	26.80	Changjiang Literature & Art Press	608	8.6
5	<i>Red (Through the Ages with An Dongni)</i>	28.80	Changjiang Literature & Art Press	481	3.6
6	<i>Mo Yan's Award-Winning Novels (Complete Set of 7)</i>	358.00	Shanghai Arts & Literature Publishing House	379	6.2
7	<i>Wen Zi and Hao Sheng On the Road</i>	39.80	Blossom Press	339	0.9
8	<i>I, Too, Have Wandered Long</i>	26.80	Chunfeng Literature & Arts Press	311	0.3
9	<i>Age of New Love</i>	29.80	The Writers Publishing House	279	5.1
10	<i>The Detectives Club (New Classics Library: Keigo Higashino)</i>	28.00	Nanghai Press	260	3.6
11	<i>The Pleasures of Loneliness</i>	28.00	Hunan Arts & Literature Publishing House	239	4.5
12	<i>Red Sorghum Clan (PLPH Treasury of Contemporary Novels)</i>	26.00	People's Literature Publishing House	225	4.9
13	<i>Breaking Through the Skies 26 (The Final Battle Approaches)</i>	28.00	Hubei Children's Publishing House	210	3.1
14	<i>Wangyouzhi: CEO of Love</i>	26.80	Wenhui-Xinmin United Press Group	186	5.7
15	<i>What I Did Before I Quit My Job (Chun Qinshi)</i>	24.80	Changjiang Literature & Art Press	175	3.2
16	<i>Wangyouzhi: Spring Trees</i>	26.80	Wenhui-Xinmin United Press Group	154	4.6
17	<i>Chronicle of a Blood Merchant (The Works of Yu Hua, 2012 Edition)</i>	24.00	The Writers Publishing House	154	2.1
18	<i>Toujours Provence (New Classic Culture, Peter Mayle)</i>	28.00	Nanghai Press	151	3.1
19	<i>Cries in the Drizzle (The Works of Yu Hua, 2012 Edition)</i>	25.00	The Writers Publishing House	151	2.0
20	<i>The Soul Under the Stars (Abridged)</i>	36.00	Changjiang Literature & Art Press	150	3.8

Table 11: General Non-Fiction

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>The Credit Factory</i>	36.00	Zhejiang People's Publishing House	5,621	1.0
2	<i>2013 Test-Taker Preparation for Nursing (4th Edition): Official Handbook for National Standardized Technical Accreditation in Health Services</i>	28.00	People's Military Medical Press	149	2.4
3	<i>Recommendations on Reform: The Pressing Questions that Face China</i>	38.00	21st Century Publishing House	1,043	0.7
4	<i>The Power of Values</i>	28.00	21st Century Publishing House	1,024	0.9
5	<i>Here's What War Is: Yuan Tengfei on WWII (Part One)</i>	38.00	Hunan People's Publishing House	970	7.1
6	<i>Sixth Grade Mathematics 2nd Semester (Complete Jiangsu Edition)</i>	2.50	People's Publishing House	830	7.4
7	<i>2013 Analysis and Outlook for the Chinese Economy</i>	59.00	Social Sciences Academic Press	585	4.0
8	<i>Niu Dao on Currency: The Call to War</i>	36.80	China Commercial Publishing House	353	4.6
9	<i>New Terms from 2012</i>	32.00	Wenhui-Xinmin United Press Group	322	3.7
10	<i>Mao Zedong's Remaking of the Old Society (1949–1961)</i>	58.00	People's Literature Publishing House	298	3.6
11	<i>1942: Starving China</i>	30.00	Zhonghua Book Company	275	4.2
12	<i>Text of the 30th Anniversary Meeting on Constitutional Implementation</i>	2.50	People's Publishing House	256	0.9
13	<i>Heart Pathfinder</i>	32.00	Beijing Engineering University Press	202	0.1
14	<i>The Great Forbidden City Full-Color Hardback Edition (Vols 1, 2, and 3)</i>	380.00	Changjiang Literature & Art Press	194	0.1
15	<i>Compiled Documents of the 18th CPC National Congress (Online Version)</i>	11.00	People's Publishing House	175	0.4
16	<i>Twenty Lectures on Chinese Economic Reform</i>	30.00	Sanlian Bookstore	157	1.7
17	<i>The True Face of Hao Renjie</i>	32.80	Shaanxi Normal University Press	157	3.0
18	<i>The Rape of Nanjing</i>	49.00	CITIC Press Corporation	156	1.5
19	<i>A Selection of CPC Interior Rules and Regulations</i>	15.00	People's Publishing House	147	3.8
20	<i>A Woman with a Grip Will Be Happy for Life</i>	29.80	China Textile & Apparel Press	128	1.3

Table 12: Science &amp; Technology

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>2013 Practice Tests (With Explanation) for Nursing (5th Edition): Official Handbook for National Standardized Technical Accreditation in Health Services</i>	49.00	People's Military Medical Press	224	2.5
2	<i>Compiled Documents of the 18th CPC National Congress (Pocket Edition)</i>	10.00	Party Building Books Publishing House	1,900	1.3
3	<i>2013 National Nursing Qualification Test Guide Sample Questions</i>	55.00	People's Medical Publishing House	138	2.1
4	<i>2013 Pre-Test Predictions for Nursing, Four Volumes: Official Handbook for National Standardized Technical Accreditation in Health Services</i>	39.00	People's Military Medical Press	133	2.2
5	<i>A Handbook of Home Medicine (Hardback Large Print Edition)</i>	98.00	Tianjin Science & Technology Press	118	0.6
6	<i>2013 Professional Nursing Qualification Test Materials: Pocket Reference</i>	35.00	People's Medical Publishing House	113	2.1
7	<i>2013 National Nursing Qualification Test Guide</i>	138.00	People's Medical Publishing House	111	1.9
8	<i>2013 National Nursing Qualification Test Guide Practice Test</i>	48.00	People's Medical Publishing House	105	1.6
9	<i>2013 Occupational Accreditation Examination for Nurses, 2000 Essential Questions: Official Handbook for the National Nursing Accreditation Examination</i>	29.00	China Medical Science Press	96	2.4
10	<i>2013 Occupational Accreditation Examination for Nurses, Prior Test Material (3rd Edition): Official Enrichment Materials for the National Nursing Accreditation Examination</i>	98.00	People's Military Medical Press	92	1.6
11	<i>2013 Occupational Accreditation Examination for Nurses, Test-taker Preparation (4th Edition): Official Enrichment Materials for the National Nursing Accreditation Examination</i>	37.00	People's Military Medical Press	81	1.5
12	<i>2013 Professional Nursing Qualification Sample Test Questions</i>	100.00	People's Military Medical Press	72	1.6
13	<i>2013 Professional Nursing Qualification Test Materials: The Last Sprint</i>	59.00	People's Medical Publishing House	71	1.4
14	<i>Compendium of Technical Tricks for the Nikon D800 DSLR</i>	79.80	Chemical Industry Press	68	2.2
15	<i>2013 Professional Nursing Qualification Test Materials: The Easy Pass</i>	79.00	People's Medical Publishing House	66	1.6
16	<i>Why Do Fish Fart: A Compendium of Useless and Disgusting Knowledge</i>	28.00	Shanghai Joint Publishing Company	65	1.2
17	<i>Nursing (Teachers' Materials Sample Exam, 2013 National Professional Hygienist Qualification Exam Questions)</i>	70.00	People's Medical Publishing House	64	1.3
18	<i>2013 National Nursing Qualification Test Guide Main Points</i>	78.00	People's Medical Publishing House	64	1.6
19	<i>2013 Nursing Qualification Test Spring (Test Masters)</i>	69.00	People's Medical Publishing House	62	1.4
20	<i>Getting to Know the Canon 60D DSLR</i>	99.00	People's Posts & Telecom Press	61	2.0

Table 13: Children's Literature

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>Sunny Sister Jia Nianhua: You're my Big Brother (New Edition)</i>	16.00	Tomorrow Publishing House	362	4.7
2	<i>Cartoon Chinese Classics: Journey to the West</i>	24.00	Zhejiang Children's Publishing House	290	3.5
3	<i>Qi Zhi's Young Adult Classics: The Maiké Operation</i>	19.80	Jieli Publishing House	251	0.2
4	<i>Qi Zhi's Young Adult Classics: The New Year's Horse</i>	16.80	Jieli Publishing House	214	0.3
5	<i>Qi Zhi's Young Adult Classics: Open Sesame</i>	25.00	Jieli Publishing House	204	0.5
6	<i>Sunny Baby Learning Characters Through Pictures (Introductory)</i>	12.90	Hunan Children's Publishing House	194	4.4
7	<i>The Sandwich King (Pippy Ou's Behavioral Record)</i>	16.00	North China Women & Childrens Publishing House	188	0.9
8	<i>A Year of Bedtime Stories: For a Smart Baby</i>	13.80	Hubei Children's Publishing House	188	5.3
9	<i>Cartoon Chinese Classics: Romance of the Three Kingdoms</i>	24.00	Zhejiang Children's Publishing House	185	3.0
10	<i>Sunny Baby Learning Characters Through Pictures (Beginner)</i>	12.90	Hunan Children's Publishing House	183	4.1
11	<i>Invasion! The Army of Darkness (SPT-10: The Advance Guard of the Sayre)</i>	15.00	Jiangsu Children's Publishing House	178	4.6
12	<i>Robo-Warriors: Undersea Rescue</i>	10.00	Hunan Children's Publishing House	156	2.7
13	<i>A Year of Bedtime Stories: For a Clever Baby</i>	13.80	Hubei Children's Publishing House	141	4.0
14	<i>Pippy vs Pippy (Pippy Ou's Behavioral Record)</i>	16.00	North China Women & Childrens Publishing House	139	1.1
15	<i>A Year of Bedtime Stories: For a Friendly Baby</i>	13.80	Hubei Children's Publishing House	134	4.2
16	<i>A Year of Bedtime Stories: For a Happy Baby</i>	13.80	Hubei Children's Publishing House	128	4.6
17	<i>The War Across Time (Fantasy Master Wang Qiyu III)</i>	15.00	21st Century Publishing House	125	0.7
18	<i>Robo-Warriors: Risky City</i>	10.00	Hunan Children's Publishing House	121	2.4
19	<i>Ultimate Minnie: Heroes Tales</i>	14.80	People's Posts & Telecom Press	117	3.5
20	<i>Break Through! Area Traps (SPT-9: The Advance Guard of the Sayre)</i>	15.00	Jiangsu Children's Publishing House	113	4.2

Table 14: Art

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>Learning from the Masters of Chinese Painting – The Impressionism of Wang Baoqin</i>	39.80	People's Posts & Telecom Press	92	2.0
2	<i>Sing and Play the Hits of the Guitar Stars</i>	50.00	Hunan Arts & Literature Publishing House	79	2.0
3	<i>Introduction to Landscape Photography</i>	59.00	People's Posts & Telecom Press	51	1.3
4	<i>Learn to Paint the Easy Way</i>	45.00	China Machine Press	35	0.9
5	<i>Travel With a Paintbrush (Techniques for Travel-Themed Art)</i>	42.00	China Machine Press	34	0.9
6	<i>The Sound of my Piano (Simple Piano Versions of 100 Songs from the Charts, Online Listening)</i>	29.00	Changjiang Literature & Art Press	32	1.1
7	<i>Kodi's Colored Pencil Food Illustration Book</i>	35.00	People's Posts & Telecom Press	30	0.7
8	<i>Adult Standard Numbered-Notation Piano Music (Selection of New Popular Piano Classics, Online Listening)</i>	28.00	Changjiang Literature & Art Press	29	1.1
9	<i>The Impressionists (The Best of Western Painting Masters)</i>	38.00	Chemical Industry Press	20	0.9
10	<i>God's Eyes: Photography for Travelers (Full Color)</i>	88.00	Publishing House of Electronics Industry	19	0.4
11	<i>The New Impressionism (Essentials of Western Art and Artists)</i>	38.00	Chemical Industry Press	19	1.0
12	<i>Beijing Fashion Design Institute's Guide to Application for Study in Arts (Creativity Practice)</i>	56.00	Jilin Fine Arts Publishing House	18	0.4
13	<i>The Dutch Masters (Essentials of Western Art and Artists)</i>	38.00	Chemical Industry Press	16	0.9
14	<i>Complete Guide to Small-Flash Photography</i>	59.00	People's Posts & Telecom Press	16	0.8
15	<i>The Career Handbook for Filmmakers and Musicians</i>	48.00	People's Posts & Telecom Press	15	0.5
16	<i>The Good Song – 300 Hits From the Top of the Charts</i>	22.00	Changjiang Literature & Art Press	15	0.7
17	<i>Drawing with Colored Pencils: From Beginner to Master (Plants and Flowers)</i>	38.00	National Defense Industry Press	15	0.5
18	<i>Let's All Play Our Favorite Songs</i>	22.00	Southwest China Normal University Press	12	0.4
19	<i>One Pencil, and a Whole Zoo (Color)</i>	24.80	Publishing House of Electronics Industry	11	0.2
20	<i>Pop Music Culture</i>	28.00	Peking University Press	11	0.6

Table 15: Education

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>The Final Four Test Sets (2013 Professor Ren Rufen Graduate Politics Test Series IV)</i>	16.50	Xi'an Communications University Press	1,798	1.3
2	<i>Standard L-9 Chemistry, Vol. 2 (People's Education Press), Teaching Materials Explained</i>	13.70	China Youth Publishing Group	402	2.4
3	<i>Sixth Grade Mathematics 2nd Semester (BNU Edition)</i>	19.80	Beijing Normal University Press	389	3.2
4	<i>Writing Practice for Elementary Students (First Grade Second Semester, People's Literature Press New Standard)</i>	12.00	Shanghai Transportation University Press	285	3.9
5	<i>First Grade/Elementary School Synchronized Character Practice (New Standard) (People's Education Press)</i>	10.00	The Time Literature and Art Press	208	1.3
6	<i>Secondary Classical Chinese Notation and Guide to Appreciation (Jiangsu Education Press)</i>	22.00	Changchun Publishing House	205	4.7
7	<i>Spring 2013: Seventh Grade English II (People's Education Press, Complete Middle School Educational Materials)</i>	22.80	Shaanxi People's Education Press	201	3.6
8	<i>Standard L-8 Mathematics, Vol. 2 (East China Normal University Press), Qidong Secondary Level Workbook</i>	19.50	Longmen Books	170	0.6
9	<i>Vocabulary Cards 1 (Part 1)</i>	10.00	Jilin Fine Arts Publishing House	164	2.8
10	<i>Secondary Mathematics/Eighth Grade Edition (Vol. 2) (Beijing Normal University Press: 5-year High School Entrance Exam, 3-year Practice Test/Full Practice+Full Explanation Complete Edition)</i>	28.80	Educational Science Publishing House	163	1.7
11	<i>Sixth Grade Mathematics 2nd Semester (Complete Jiangsu Edition)</i>	20.80	Shaanxi People's Education Press	160	1.1
12	<i>Standard L-2 Mathematics, Vol. 2 (Beijing Normal University Press), Complete Practice</i>	17.80	Shaanxi People's Education Press	158	1.2
13	<i>Standard L-1 Language Arts, Vol. 2 (People's Education Press), Huang Gang Young Valedictorian Series</i>	9.80	Longmen Books	137	1.3
14	<i>Fifth Grade Mathematics II (Beijing Normal University Press, Experimental Class Improvement Training)</i>	14.80	China Children Press & Publication Group	131	1.6
15	<i>Spring 2013: Seventh Grade Mathematics II (Beijing Normal University Press, Complete Middle School Educational Materials)</i>	21.80	Beijing Normal University Press	125	1.2
16	<i>Four-Week English Course (Guangdong 2013 Exam Survey, Vol 4)</i>	7.00	Xinjiang Youth Press	124	2.8
17	<i>Standard L-5 Mathematics, Vol. 2 (People's Education Press), Huang Gang Young Valedictorian Series</i>	9.80	Longmen Books	119	1.1
18	<i>Secondary Mathematics/Seventh Grade Edition (Vol. 2) (Beijing Normal University Press: 5-year High School Entrance Exam, 3-year Practice Test)</i>	27.80	Educational Science Publishing House	119	1.0
19	<i>Vocabulary Cards 2 (Part 1)</i>	10.00	Jilin Fine Arts Publishing House	118	2.7
20	<i>Technical English Vocabulary: Science and Engineering (Grades A/B/C)</i>	45.00	Publishing House of Electronics Industry	107	1.3

Table 16: Lifestyle

Ranking	Book Title	List Price	Edition	Sales	Ret. Cover.
1	<i>Beijing Municipal Public Transport Maps</i>	18.00	Sinomaps Press	291	0.9
2	<i>Place Names in China's Diaoyu Islands</i>	10.00	Ocean Press	227	0.9
3	<i>2013 Beijing City Map</i>	10.00	Sinomaps Press	216	0.6
4	<i>Only the Doctor Knows: @Xiebe Zhang Yu's Personal Letters to All Women</i>	35.00	Jiangsu People's Publishing House	197	1.6
5	<i>2013 Beijing Driver's Tourist Map</i>	12.00	Sinomaps Press	164	0.9
6	<i>An Encyclopedia of Health and Nutrition for Pregnant Women</i>	39.80	Qingdao Publishing House	152	4.5
7	<i>Slow Food for Life - The Healthy Stockpot</i>	29.80	Qingdao Publishing House	133	3.1
8	<i>An Encyclopedia of Infant Health and Early Education</i>	39.80	Qingdao Publishing House	130	4.5
9	<i>New Tricks with the Crochet Needle (Improved Edition)</i>	38.00	Shanghai Scientific & Technological Literature Publishing House	126	3.1
10	<i>A Taste of China:</i>	29.80	Guangming Daily Press	104	2.4
11	<i>Casual Coffee Tasting</i>	36.00	Liaoning Science & Technology Publishing House	94	1.1
12	<i>People's Republic of China (National Maps, Large-Print Edition)</i>	25.00	Sinomaps Press	90	1.3
13	<i>Seoul: Leave the Tour Group Behind (Full Color)</i>	38.00	Publishing House of Electronics Industry	84	1.4
14	<i>Slow Food for Life - The Home-Cooking Stockpot</i>	29.80	Qingdao Publishing House	84	2.4
15	<i>2013 Beijing City Map (Chinese/English Bilingual Edition)</i>	15.00	Sinomaps Press	80	0.2
16	<i>Traffic Atlas of Chongqing and Environs</i>	10.00	Sinomaps Press	73	1.0
17	<i>18 Ways to Slim With Yoga</i>	28.00	Anhui Science & Technology Publishing House	73	2.4
18	<i>Let's Go: Cambodia</i>	39.80	China Railway Publishing House	73	1.8
19	<i>Notice on the Study and Implementation of the 18th CPC Congress Spirit</i>	29.80	Chemical Industry Press	69	1.9
20	<i>Coffee: Secret History, Quality Beans, and Roasting Basics</i>	32.00	Chemical Industry Press	69	2.4



## About This Report

These monthly analyses of bestselling books in China are jointly produced by Paper Republic, the *China Book Business Report* (CBBR), and Shanghai Eastern Book Data (ISBNOK). The reports aim to provide complete, timely information about what is being sold and read around China. Base data comes from ISBNOK, a website affiliated with the Oriental Publishing Trade Center (OPTC) in Shanghai. Since 2004 OPTC has collected sales information from more than 1,000 retail locations spread throughout the country. All provinces, autonomous regions, and centrally-administered municipalities are represented with the exception of Henan, Tibet, and Qinghai. **Please note that online platforms such as Amazon.cn or DangDang.com do**

**not currently release sales data, and thus online sales are not included in this analysis.**

Certain types of books, namely middle school and elementary school textbooks and teaching materials, political works, language learning materials, and maps, are only listed on specific category charts, and are excluded from the general best-seller charts. Sales of these types of books are driven by government purchases, and generally do not reflect normal market activity.

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