Pishu 皮书:
Investigative and Informative Analytic Report Series for Social Science Studies

XIE Shouguang, Social Sciences Academic Press,
ZHENG Liren, Cornell University Library
Presenter: LIANG Fan, SSAP
Definition and Scope

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In China

• Government Publications

• (Commercially published) annual reports (SSAP and others)
Scale

• More than 1,000 pishu or quasi-pishu published in China each year;

• Of these more than 600 are serial publications;

• In 2014, Social Sciences Academic Press (SSAP) published more than 300 titles, more than any other publisher in China.
Classification: by topic

2014年版皮书品种分类

- 地方发展: 37%
- 国别与地区: 9%
- 行业: 17%
- 经济: 15%
- 社会政法: 15%
- 文化传媒: 7%
Classification: by purpose/function

1. Development Report (industries, etc.)

1. Analysis and Forecast (economy, society, etc.)

2. Evaluation (city competitiveness, etc.)
Compiler

- 高校, 32%
- 地方社会科学院, 18%
- 中国社会科学院, 13%
- 其他, 13%
- 政府研究部门, 20%
- 行业协会、商会, 6%
Target Audience

• General Public
• Groups with Special Interests (Teachers, Students, Professionals, journalists, investors, etc.)
• Researchers
• Industry Watchers
• Policy-makers
Key Features

• Data
• Analysis (statistical, trend, policy, etc.)
• Case Studies
• Best Practices
• Forecast
• Policy Recommendations
• Chronicle of Major Events
Quality Control

• Style Manual (Chicago-inspired 《皮书手册》 2015 7th ed.)
• Peer-reviewed (Academic Committee, 2010)
• Pishu Institute （皮书研究院，est. 2014）
• Repetitiveness/Content Overlap Check
• Continuation-worthiness Check
• Annual Conference (皮书年会, since 2000)
Agent of Soft Power/Influence?

• Pishu Books Going Global (Brill, Springer, etc. more than 80 foreign-language editions, more than 30 titles published continually)

• Pishu Databases Going Global (East View Information Services: universities, thinktanks, government organizations)

• Translation of Special Topics on Demand
Prospects

• From Niche to Mainstream

• Branding and Marketing

• Going Digital

• Going Global