

# CITIC Self Help Rights Guide



中信出版集团  
CITIC Press Group

# Wu Jun's Road to Advancement —A tetralogy

---

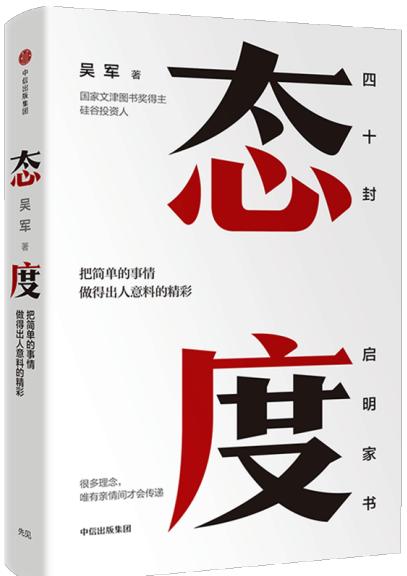
**Dr. Wu Jun**, Winner of the Wenjin Book Award, a Silicon Valley investor, and a director of Johns Hopkins Whiting School of Engineering. He graduated from Tsinghua University and Johns Hopkins University with a Ph.D. in computer science, and is an expert in artificial intelligence, natural language processing, and web search. He was the main designer of Google's Chinese, Japanese, and Korean algorithms, and served as vice president of Tencent's search business. He is the author of several best-selling books and has won several Chinese book awards, including the Wenjin Book Award and the China Best Book Award.





## Vision

The author believes that personal achievement depends first and foremost on insights. This book presents the author's own experience, as well as the experiences of pioneers of the times around him, in a distinctive and interesting manner, providing you with a different and deeply thoughtful perspective of the world and its problems. 995,000 copies sold. Traditional Chinese, Korean, and Vietnamese rights sold.



## Attitude

This book is a family letter from Wu Jun to his daughters who are in college and high school, which gives sincere advice on issues that young people all encounter as they grow up regarding effective learning, handling relationships, understanding, and earning wealth. This book will serve as a reference for readers who desire self-refinement and accelerated growth. 753,000 copies sold. Traditional Chinese, Korean, and Vietnamese rights sold.



## Knowledge

In this book, Dr. Wu Jun summarizes how to become a big picture thinker from five dimensions: position, direction, method, pace, and rhythm. Anyone, regardless of the starting point, can become a big picture thinker in a few years if he or she can recognize the position, find the right direction, do things in the right way, speed up the progress, and grasp the rhythm. 660,000 copies sold. Traditional Chinese and Korean rights sold.



## Enrichment

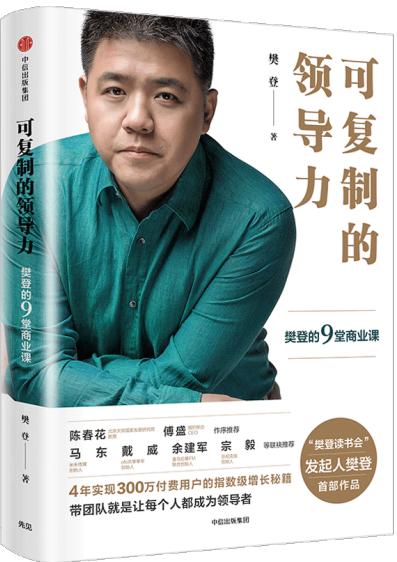
In this book, Dr. Wu Jun summarizes true happiness ultimately comes from spiritual enrichment. If anyone can accomplish three things, they have the potential to become spiritually "rich": understanding themselves and accepting input from the outside world with an open mindset; elevating themselves on the level of "the way" rather than being satisfied with mastering mere 'techniques'; and progressing from acquiring knowledge to gaining wisdom.

# Fan Deng

---

The founder of the "Fan Deng Reading Club" app with over 3 million subscribers, is a leadership expert in China. His concept of "replicable leadership," along with its methods, practical techniques, and experiences, has had a profound impact on leading companies such as Haier, Huawei, Suning, and the Bank of China. It has also been further disseminated through programs like Peking University's President's Class and Tsinghua University's MBA courses.

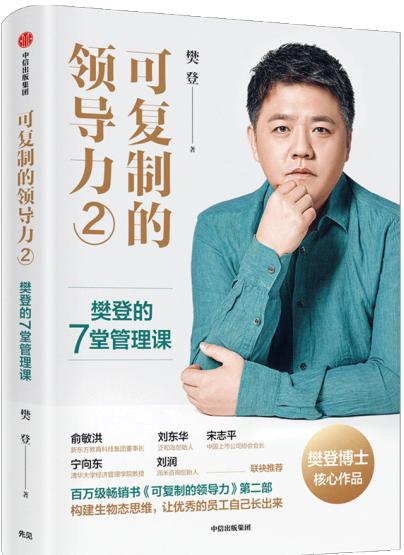




## Replicable Leadership

1,496,000+ copies sold

Leadership isn't an inborn ability; it consists of practical, learnable tools like effective communication, goal management, active listening, and feedback analysis. If you wish to thrive in this era and lead a respectable life, leadership is your essential course.

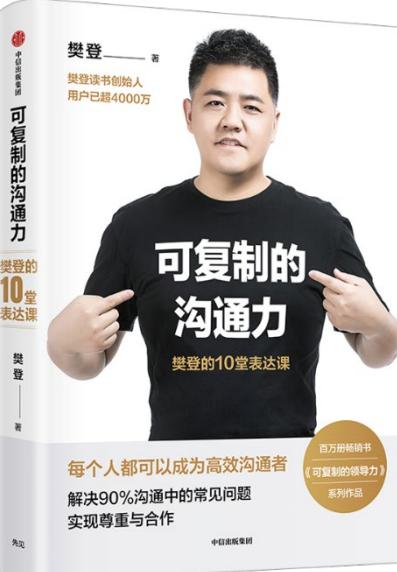


## Replicable Leadership 2

131,000+ copies sold

Managers must enhance leadership, reduce rigid control, create open atmospheres, inspire goodwill to enable talent to flourish.

This book details how managers can cultivate ecological thinking, improve cognition, and enhance complex problem-solving through ideology, methodology, and technology.

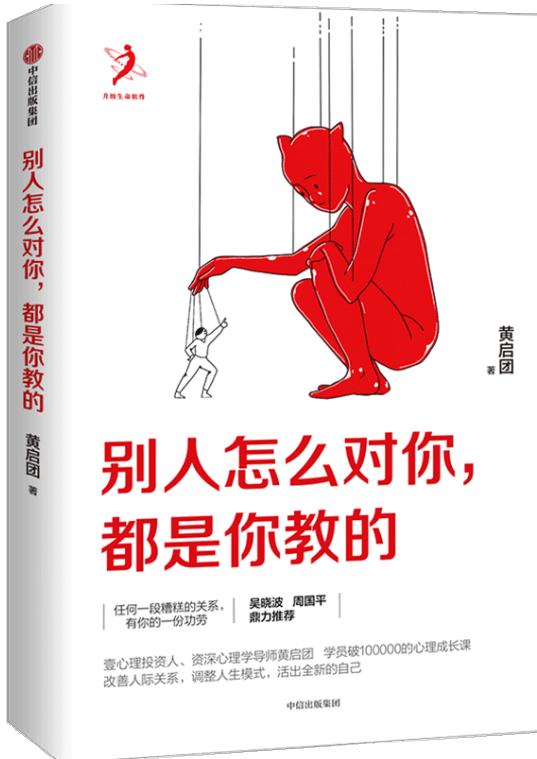


## Replicable Communication

451,000+ copies sold

This book redefines communication as a collaborative tool, covering various aspects such as emotional intelligence, techniques, and psychology. It addresses specific scenarios such as meetings and public speaking. Readers can learn about obtaining the right mindset, mastering self-expression, and essential communication skills. This book promotes productive meetings and anxiety-free communication through the author's flow charts.

## Rights Sold: Vietnamese and Traditional Chinese



# Who Makes Coins: Chinese History through 50 Ancient Coins

Huang Qituan

Interpersonal relationships, a web of complexity, involve love, hatred, power, and control. These relationships often obscure hatred as love, exert control under the pretense of care, and pursue power in the name of morality. In such situations, keen insight and effective strategies are crucial. Drawing on over two decades of experience in marriage, family, and parent-child education, the author helps individuals understand their cognitive, communicative, and emotional patterns, revealing obstacles to personal growth. Mastering life's patterns, rewriting one's narrative, and adopting effective interpersonal strategies enables readers to navigate relationship challenges in marriage, parenting, and the workplace, becoming proactive life champions.

9787521706147

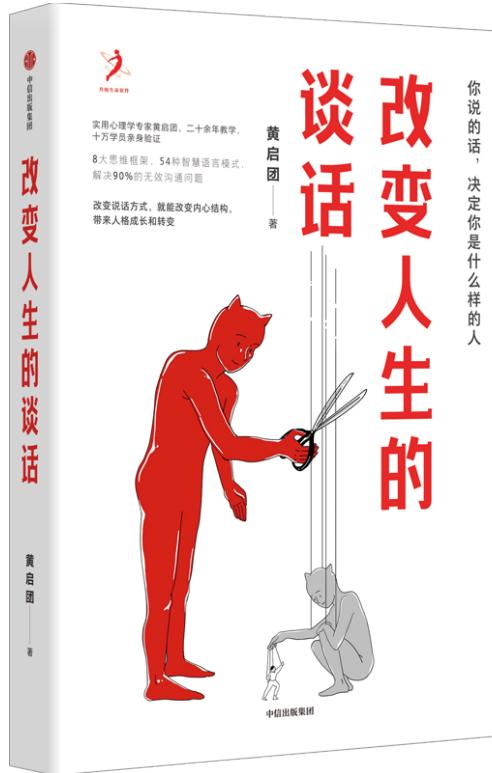
June 2019

376 pages

230mm x 155mm

Traditional Chinese and  
Korean rights sold

**Huang Qituan** is a psychology mentor, writer, entrepreneur, and angel investor. With over two decades of experience, he has effectively applied psychological theories in areas such as corporate management, marriage, family, and parent-child education. He has trained over 100,000 students and has accumulated nearly ten thousand hours of personal counseling cases. Huang is a psychology practitioner who adeptly balances the roles of a practical business mentor and an investor. He is also the author of "Breaking Through the Circles."



9787521726787

March 2021

368 pages

230mm x 155mm

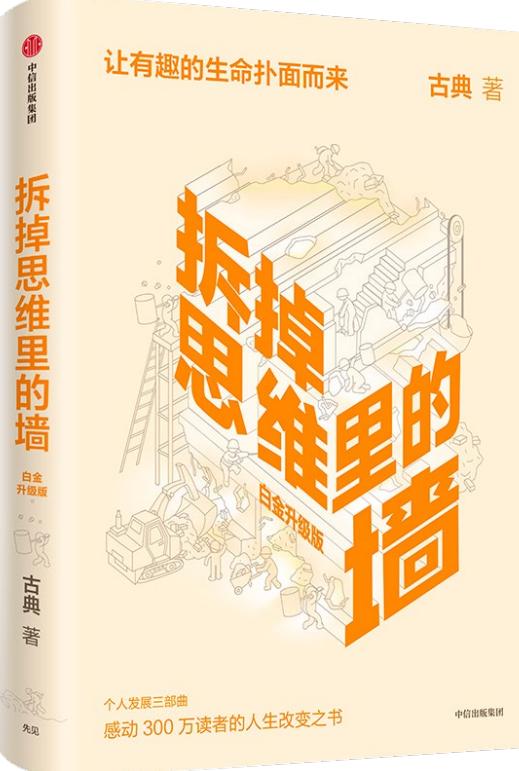
Traditional Chinese and  
Korean rights sold

# Life-Altering Conversations

## Huang Qituan

"Word" and "Sword" are interconnected. Language wields the power to reshape history and influence individuals. This book combines Huang's psychological counseling expertise with NLP coaching, merging psychology and language. It delves into various topics, such as linguistic focus, assumptions, frameworks, categorization, hypnotic language, and more. Huang's work showcases the remarkable impact and duality of language, acknowledging its historical significance and its potential for empowerment or harm. Readers can discover positive hypnosis, understand the perils of negative language, and break free from limiting frameworks. They learn to resolve conflicts, win affection, spread joy, and find fulfillment.

**Huang Qituan** is a psychology mentor, writer, entrepreneur, and angel investor. With over two decades of experience, he has effectively applied psychological theories in areas such as corporate management, marriage, family, and parent-child education. He has trained over 100,000 students and has accumulated nearly ten thousand hours of personal counseling cases. Huang is a psychology practitioner who adeptly balances the roles of a practical business mentor and an investor. He is also the author of "Breaking Through the Circles."



# Break Down the Walls in Your Mind

Gu Dian

Gu Dian, a new-generation life design master, presents this book encompassing psychology, career planning, and life philosophy. The book addresses common life questions. Do you lack a sense of security, often feel exhausted, or believe in the necessity of homeownership for marriage? Can wealth equate to happiness, or does the boss hold all the control? Whether you're stuck in a job you dislike or unsatisfied with life, these inquiries reveal mental barriers obstructing your path to success and happiness. By dismantling these barriers, you can transform your life from 'IMPOSSIBLE' to 'I'M POSSIBLE' with a simple change.

9787521726787

March 2021

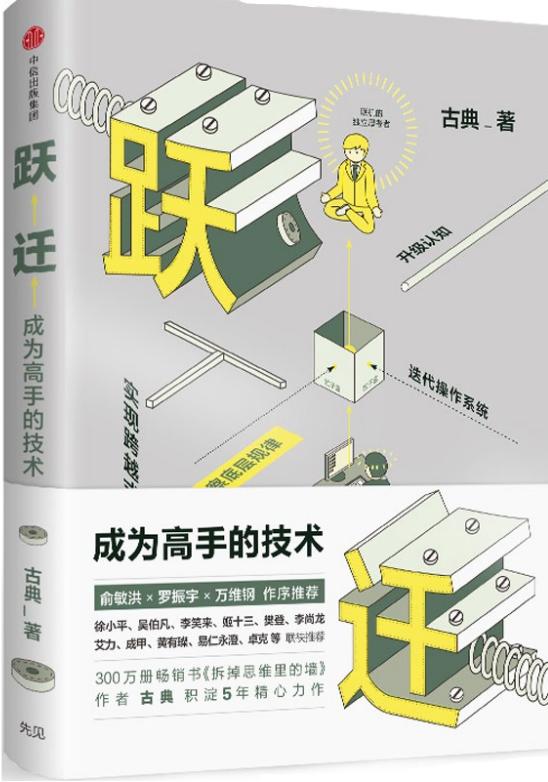
376 pages

230mm x 155mm

Traditional Chinese,

Vietnamese and Russian rights sold

**Gu Dian** is a career planner and the founder of New Elite Careers. In 2007, he launched New Elite Careers while balancing his professional career. His activities include giving lectures on career planning at prestigious universities like Tsinghua, authoring books, hosting programs, engaging in philanthropic work, and extensive travel. His goal is to build a more expansive career industry ecosystem, facilitating personal and organizational growth through enjoyable and purposeful initiatives.



# Leap: The Techniques to Become an Expert

Gu Dian

Gu Dian, a new-generation life design master, presents this book encompassing psychology, career planning, and life philosophy. The book addresses common life questions. Do you lack a sense of security, often feel exhausted, or believe in the necessity of homeownership for marriage? Can wealth equate to happiness, or does the boss hold all the control? Whether you're stuck in a job you dislike or unsatisfied with life, these inquiries reveal mental barriers obstructing your path to success and happiness. By dismantling these barriers, you can transform your life from 'IMPOSSIBLE' to 'I'M POSSIBLE' with a simple change.

9787508678887

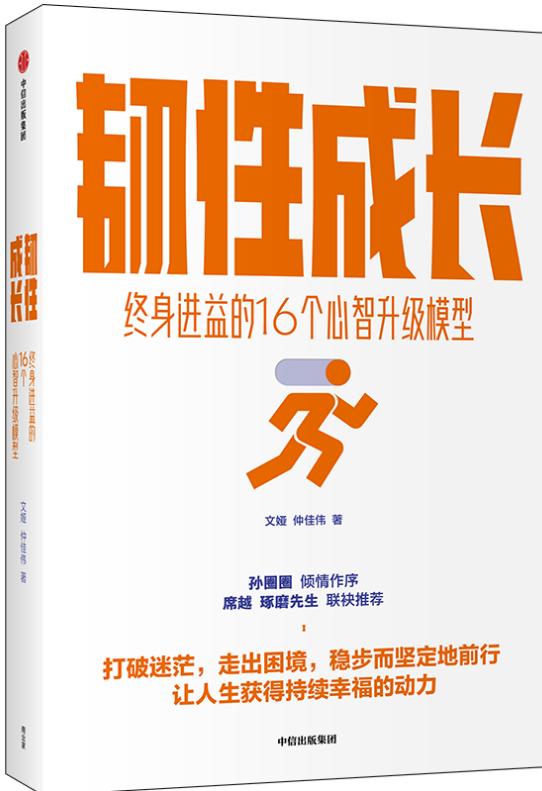
July 2017

320 pages

210mm x 147mm

Traditional Chinese rights sold

**Gu Dian** is a career planner and the founder of New Elite Careers. In 2007, he launched New Elite Careers while balancing his professional career. His activities include giving lectures on career planning at prestigious universities like Tsinghua, authoring books, hosting programs, engaging in philanthropic work, and extensive travel. His goal is to build a more expansive career industry ecosystem, facilitating personal and organizational growth through enjoyable and purposeful initiatives.



9787521733198

August 2021

363 pages

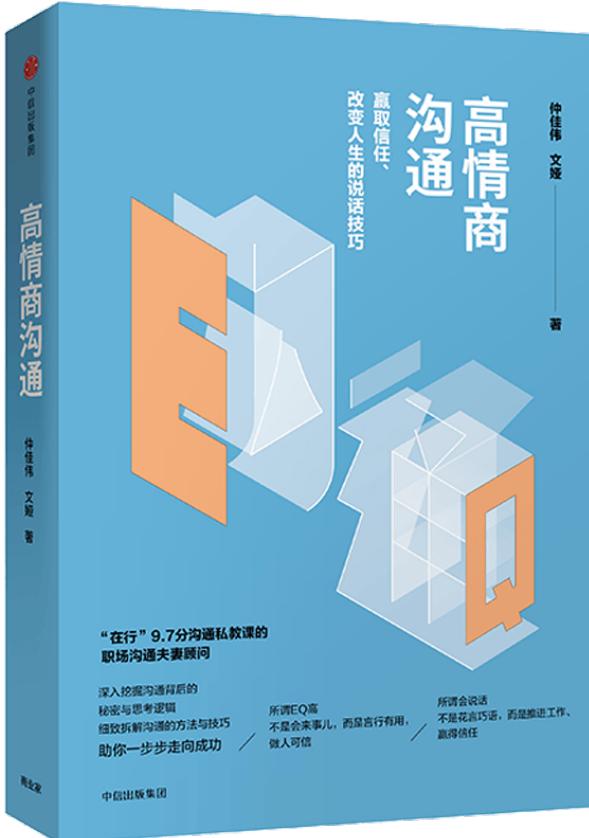
210mm x 147mm

# Resilient Growth: 16 Mental Upgrade Models for Lifelong Advancement

Zhong Jiawei and Wenya

The pandemic profoundly affected our daily life, leaving us powerless and frustrated. During post-pandemic, the increasing uncertainties make it seem like we are anxious and directionless. How can we liberate our minds, break free from the grip of confusion and anxiety, and regain control over our lives amid this uncertainty, achieving a harmonious work-life balance? This book offers a comprehensive exploration of the holistic mindset required in various facets of daily life, extending beyond the workplace. Building upon their original "High Emotional Intelligence Pyramid," the authors delineate 21 pivotal mental shifts necessary for a successful and balanced life and career. By connecting self to others and spiritual growth to practical application, they present these insights in a four-dimensional framework. Their goal is to help today's youth break free from the clutches of confusion and anxiety, enabling them to realize their life goals and values.

**Zhong Jiawei and Wenya**, a husband-and-wife team, bring over a decade of public relations and efficient business communication experience. They previously worked at Ogilvy and now serve at Edelman, the world's largest PR firm. Specializing in audience-tailored speaking and communication training for innovative companies and executives, they've gained client trust through multiple reputable platforms, leveraging their profound grasp of audience dynamics and communication skills.



9787508687308

July 2018

336 pages

210mm x 147mm

Vietnamese and Russian rights sold

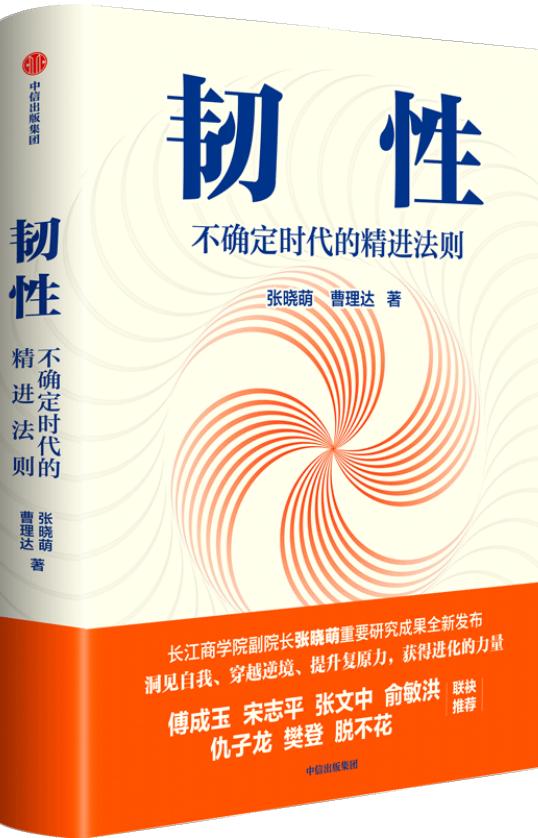
# High Emotional Intelligence Communication

Zhong Jiawei and Wenya

Effective workplace communication is essential, yet many find themselves ensnared in the web of ineffective communication.

This book is a collaborative effort by a couple, both public relations experts and efficient communication consultants. Drawing from their extensive PR backgrounds and hands-on teaching experience, they equip readers with a comprehensive toolbox to enhance their workplace communication. This book delves into relevant workplace scenarios and provides practical techniques and conversational strategies. What sets this book apart is its creative use of storytelling to convey insights gained from practical application, facilitating genuine improvement in readers' communication abilities.

**Zhong Jiawei and Wenya**, a husband-and-wife team, bring over a decade of public relations and efficient business communication experience. They previously worked at Ogilvy and now serve at Edelman, the world's largest PR firm. Specializing in audience-tailored speaking and communication training for innovative companies and executives, they've gained client trust through multiple reputable platforms, leveraging their profound grasp of audience dynamics and communication skills.



# Resilience: The Law of Refinement in Times of Uncertainty

Zhang Xiaomeng & Cao Lida

160,000 copies sold since first publication in 2022 summer.

The book integrates cutting-edge psychology and behavioral science with the goal of building and improving resilience. The author establishes a formula: self-awareness x sustained small wins x passion focus for improving resilience based on empirical data collected from case studies from her research team. She puts forward the concept of "resilient flywheel" for the first time which is including 9 core issues and 10 efficient tools to help you practice your resilience in uncertain times.

9787508687308

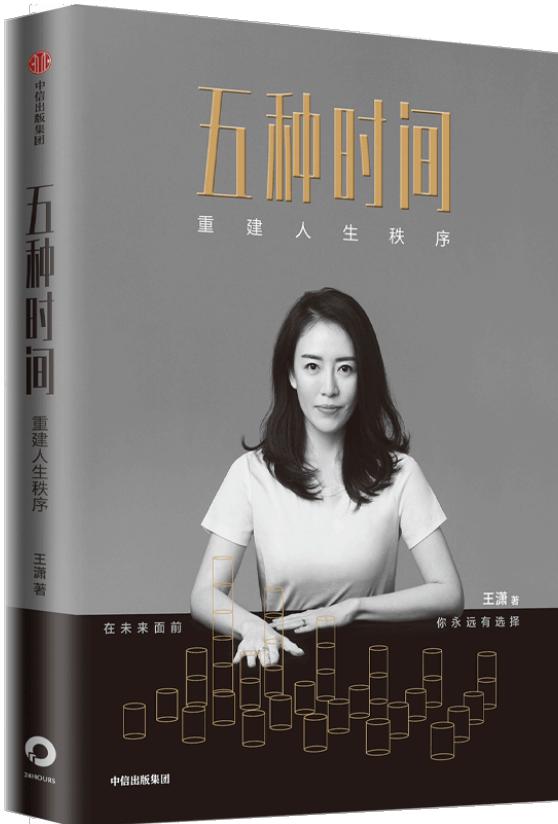
July 2018

336 pages

210mm x 147mm

Russian rights sold

**Zhang Xiaomeng** is an Associate Dean at Chang Jiang Graduate School of Business, and an Associate Professor of Organizational Behavior in the Department of Management. She has been recognized as one of the "Highly Cited Scholars in China" from 2019 to 2021.



9787521722543

October 2020

280 pages

210mm x 147mm

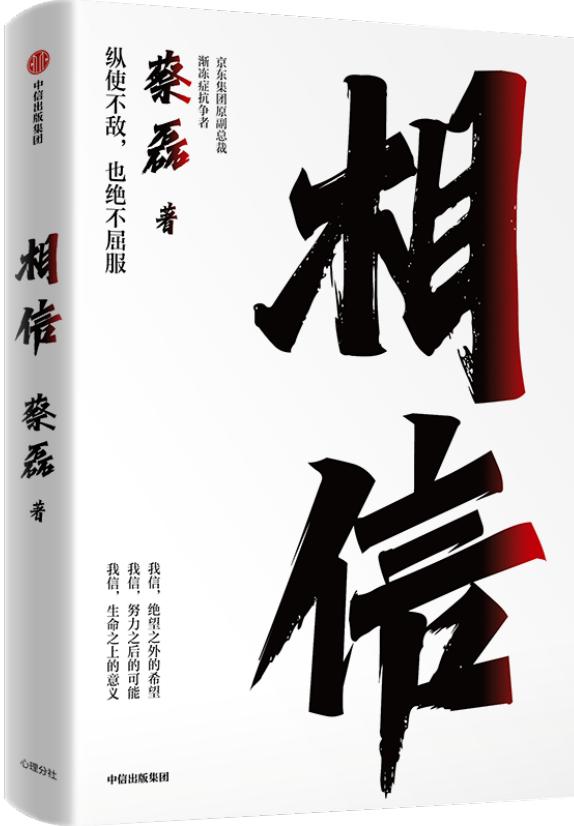
Vietnamese and Traditional Chinese rights sold

# Five Types of Time: Rebuilding the Order of Life

## Wang Xiao

In this book, the author explores the concept of five distinct types of time, as illustrated through her entrepreneurial experiences. These categories encompass flow time, money-making time, good-looking time, fun time, and survival time. Efficiently managing these various time categories can significantly enhance productivity. For instance, individuals can optimize their money-making time by aligning it with their flow time and survival time, thus intensifying their focus and improving efficiency. The prioritization of these time categories plays a pivotal role in shaping one's identity and accomplishments. By comprehending these time categorizations, establishing clear goals, and restructuring their time, readers grappling with procrastination, low efficiency, and inconsistent goal achievement can substantially enhance their work and life, making this book a valuable resource.

**Wang Xiao** initially started her career as a news anchor on CCTV-1. From 2002 to 2004, she worked in the Strategic Communication Department at Anke Consultant Company. Since 2008, she has been an entrepreneur and the founder of Chenzao Technology Co., Ltd. Additionally, she served as the Editor-in-Chief at "COSMO" magazine in 2014-2015 and is also a bestselling author.



# Believe

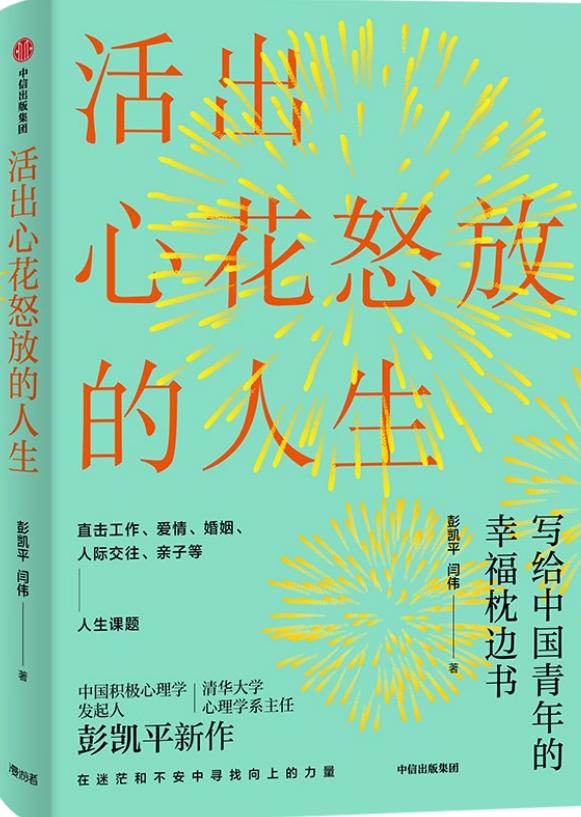
Cai Lei

More than 226 thousand copies sold.

At the age of 41, Cai Lei received a devastating diagnosis of ALS that would change the course of his life. He had just entered a new phase, with a successful career, a loving family, and a newborn son, but suddenly everything he had envisioned for the future is in jeopardy. *Believe* is a powerful and profoundly moving poignant memoir that recounts the author's journey from a successful businessman to a fighter battling a life-threatening disease.

With raw honesty and exquisite detail, *Believe* is a moving tribute to the human spirit and a testament to the power of resilience in the face of adversity. It is a book that serves to inspire readers and leave them with a deep appreciation for the beauty and fragility of life.

**Cai Lei**, was the Vice President of Jingdong Group and Senior Advisor of Jingdong Health. He is also a prominent advocate against ALS and has made significant contributions to raising awareness for the condition.



9787521713930

July 2020

288 pages

210mm x 147mm

Traditional Chinese rights sold

# Five Types of Time: Rebuilding the Order of Life

Peng Kaiping and Yan Wei

In the modern world, people face various challenges, including economic stress, job insecurity, intense educational competition, environmental problems, and health issues. Consequently, people often struggle to find happiness, living monotonous and uninspiring lives with no enthusiasm for work. This book discusses about positive psychology, drawing insights from fields such as neuroscience, sports psychology, and sociology. This book can help readers cultivate a balanced mindset to not only live more happily but also influence others in their life.

**Peng Kaiping** is a Peking University psychology graduate in 1983, earned a Ph.D. in Psychology from the University of Michigan in 1997. He later taught at UC Berkeley and held various international positions. Currently, he serves as the Dean of the School of Social Sciences and Chair of the Psychology Department at Tsinghua. He also directs various research centers and is actively involved in international organizations. Peng has represented China at the United Nations International Day of Happiness celebration for two consecutive years.

**Yan Wei** is a doctoral candidate in social psychology under the joint program of Tsinghua University, Peking University, and the University of California, Berkeley. He also serves as the Associate Director of the Learning Center at the Happiness Technology Laboratory at Tsinghua University.

9787521747737

November 2022

224 pages

210mm x 147mm

Traditional Chinese rights sold



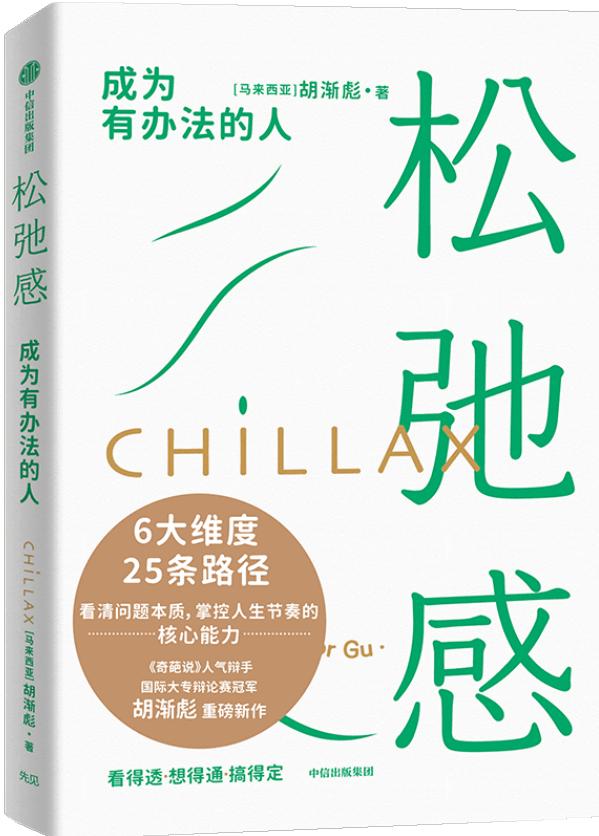
# My Boyfriend Says I Have Depression

Miss Xu

This book is a powerful first-person account of battling mental illness with love, patience, and coming to terms with oneself. It gained 860,000 views and a 9.2 rating on Read Douban, the book's original digital publishing platform. Korean readers give high rating 9.0 on yes24.com

This book is full of joyful and contemplative episodes in which Miss Xu offers a fresh and entertaining look at life with a focus on female development. Her honesty in this book is not only inspiring for people with experience of mental illness, but also demystifying for people who do not yet understand this increasingly prevalent condition.

**Miss Xu** graduated from the Department of Chinese Language and Literature at Peking University. She has published in literary magazines such as Furong and Shilin. *My Boyfriend Says I Have Depression* is in production for a television adaptation.



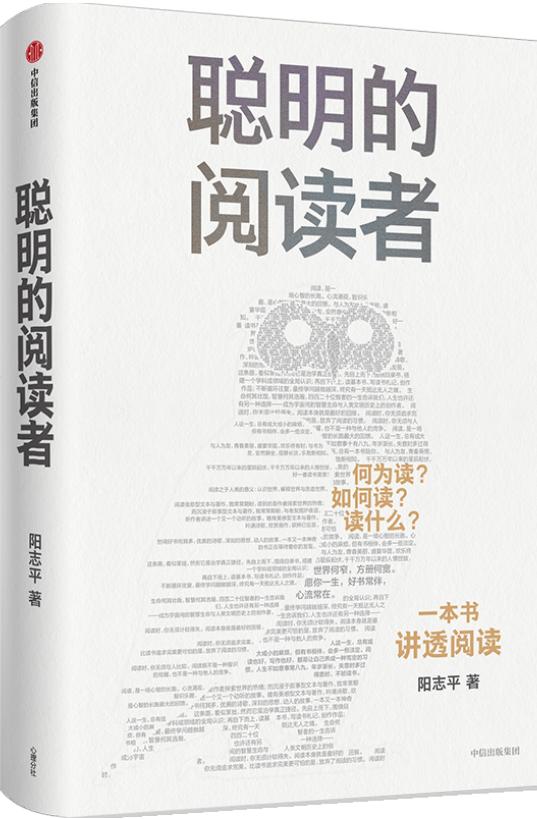
# Chillax

## Hu Jianbiao

This book offers valuable insights for young people navigating the challenges of today's world. Life is a marathon and to keep a steady pace in a race, it is important to maintain a relaxed state, both physically and mentally. By addressing common anxiety issues and challenges, the book provides practical tools through case analyses that cover various aspects including mindfulness, intrinsic motivation, energy management, and time management. These tools enable readers to establish a balanced and composed rhythm of life within their control, facilitating the construction of a relaxed and steady lifestyle.

9787521754650  
November 2023  
240 pages  
210mm x 147mm

**Hu Jianbiao**, CEO of Miguo Culture, is the behind-the-scenes training mentor and popular debater of "Qipashuo" (China's most popular debate-themed variety show). He is known as the "Number One Debater in Malaysia" and is an influential figure in Sinophone debating circle.



9787521748536

April 2023

468 pages

230mm x 155mm

Russian rights sold

# The Art of Intelligent Reading: A Guide to Become a Smart Reader

Yang Zhiping

This book is a comprehensive guide to the methodology of reading, addressing the three main challenges of "what is reading," "how to read," and "what to read."

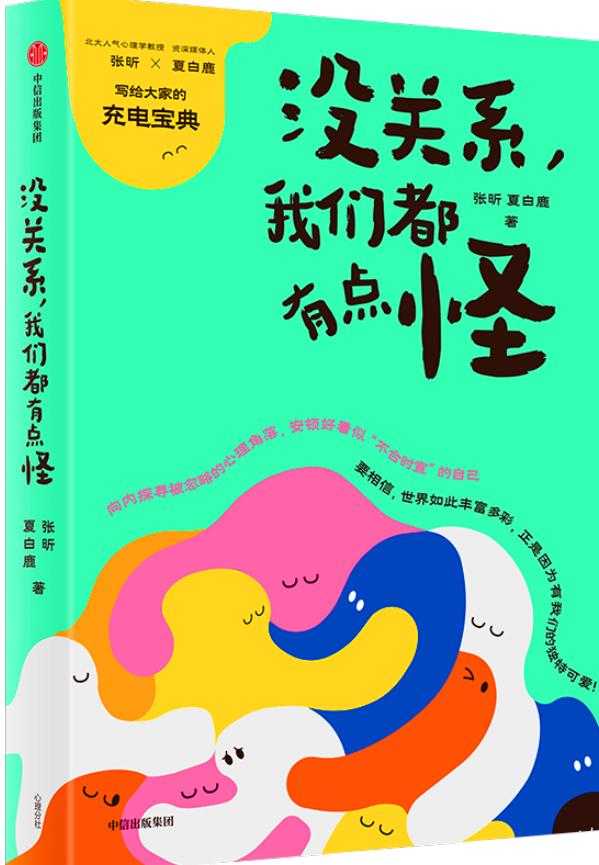
**What is reading?** - You need to understand the scientific principles behind reading.

**How to read?** - You can learn from cutting-edge scientific research and the practices of wise individuals.

**What to read?** - This part presents the "systematic book selection method" and introduces "the thousand books of general knowledge."

With its elegant writing style, memorable quotes, profound ideas, and unique insights, this book offers great inspiration and guidance to all readers.

**Yang Zhiping** is a scholar, writer, and entrepreneur. He has long been devoted to the development of cognitive science products, curriculum, and science communication, aiming to promote the personal growth of knowledge workers and their families.



9787521752731  
September 2023  
368 pages  
210mm x 147mm

# No Worries, We're All a Bit Strange: Self-Acceptance for Everyone

Zhang Xin and Xia Bailu

Healing is a gradual journey, with each transformation representing an extended process of self-exploration.

Why are you afraid to answer phone calls?

Why do you always take a detour when you see an acquaintance?

Why are you always late, even though it bothers you?

Recognizing our authentic selves is the initial step toward change. When confronting overwhelming stress and anxiety, our first task is to grant ourselves forgiveness, accept all that occurs, and proceed to lead a content and fulfilling life.

This book, co-authored by Zhang Xin, a renowned psychology professor at Peking University, and Xia Bailu, a media expert, delves into work, life, social interactions, and personal development. It offers solutions to these everyday dilemmas, stress alleviation, and emotional problem analysis. You don't need to worry; we all have our unique quirks.

**Zhang Xin** is an Associate Professor at Peking University's School of Psychology and Cognitive Science, specializes in developmental psychology. She's also a fellow of the American Psychological Association and has contributed to programs such as "Marie Curie Actions" under "Horizon 2020" and the European Union COST Action-LeverAge.

**Xia Bailu** is a seasoned media professional, holds national-level certification as a psychological consultant.



9787521756234

June 2023

296 pages

210mm x 147mm

Traditional Chinese and  
Korean rights sold

# Whose Problem Is It? The Non-Standard Answers in Modern Society

Meng Qingyan

The fading meaning of life, along with issues like video game addiction, appearance anxiety, and an obsession with housing, has left modern individuals oscillating between matters of purpose and emptiness, functionality and value, ideals and reality. They are stuck in an endless cycle between "lying flat" and "involution." This challenge is not unique to any single individual but rather an inevitable trend that has emerged since the advent of modernity.

This book serves as an observation of the present state of human existence and emotional struggles. It delves into 15 currently discussed social phenomena and contextualizes these issues within the framework of systems, order, culture, tradition, and customs. This approach allows us to comprehend the underlying mechanisms through the lens of time and society, while outlining the fundamental principles that govern modern society.

**Meng Qingyan** is the Vice Dean of the School of Sociology at China University of Political Science and Law and a doctoral supervisor. Since 2014, he has been teaching at the School of Sociology at China University of Political Science and Law. He has published over ten academic papers in academic journals, including "Social Sciences Research," "Society," "Open Times," and the "Chinese Journal of Sociology."