

## On the Planning and Publishing of National Publishing Fund Projects: A Case Study of the “Internet of Things in China” Series (Postprint)

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### Abstract

The National Publishing Fund has played a significant role in promoting original academic masterpieces and strengthening fundamental research. [Objective] This article takes the “Internet of Things in China” series as a case study to introduce the implementation experience of National Publishing Fund projects, aiming to provide reference for the planning and publication of other similar books. [Method] This paper describes the topic selection planning and implementation process under the guidance of the National Publishing Fund project, covering aspects such as topic selection planning, author solicitation, series project management, and marketing and publication. [Result] Analysis of this project’s implementation reveals that adequate preliminary preparation, editorial board leadership with strong appeal and influence, a creative team with exceptional professional competence, a high-quality editorial team, authoritative peer reviewers, high-quality project management, and multi-channel comprehensive marketing are favorable conditions ensuring successful project implementation. [Conclusion] The smooth implementation of these measures is key to creating timeless masterpiece projects.

### Full Text

## An Analysis of the Planning and Publishing of National Publishing Fund Projects: A Case Study of the “Internet of Things in China” Series

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## Abstract

The National Publishing Fund plays a crucial role in promoting original academic masterpieces and strengthening fundamental research. This article uses the “Internet of Things in China” series as a case study to introduce implementation experiences of National Publishing Fund projects, aiming to provide reference for the planning and publishing of similar works. Drawing from aspects including topic selection, author invitation, series management, and marketing, the paper examines the planning and implementation processes under the guidance of the National Publishing Fund. The project’s execution demonstrates that thorough preliminary preparation, strong editorial board leadership with broad influence, an exceptional creative team with superior professional capabilities, a high-quality editorial staff, authoritative peer reviewers, high-caliber project management, and multi-channel comprehensive marketing constitute favorable conditions for successful project implementation. The smooth execution of these measures is key to creating timeless masterpieces.

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The National Publishing Fund was officially established in 2007 with State Council approval. Adhering to the fundamental purpose of “reflecting national will, inheriting excellent culture, promoting prosperity and development, and enhancing cultural soft power,” it primarily supports outstanding publishing projects that uphold the Party’s publishing guidelines and policies, advance socialist advanced culture, serve the overall work of the Party and state, represent the development level of China’s publishing industry, and embody the development level of China’s philosophy and social sciences, literature and arts, natural sciences, and engineering technology—projects that are significant for advancing the construction of a socialist cultural powerhouse, promoting scientific and technological progress, and achieving the “Two Centenary Goals” and the Chinese Dream of national rejuvenation.[1] As a major national cultural fund, the National Publishing Fund is guided by principles of public welfare, significance, excellence, and timelessness, and has become an important platform for creating quality works, setting direction, prospering culture, and promoting development. Its guiding role, authority, and demonstrative effect have become increasingly prominent, establishing it as a bellwether for academic publishing and a pow-

erful force driving the publication of academic masterpieces and the flourishing of culture.[2]

## 1. Topic Selection Closely Aligned with National Strategies

Topic selection is a critical component of publishing work, and ensuring the quality of selected topics is the first step in guaranteeing book quality.[3] The core mission of the National Publishing Fund is to create timeless masterpieces. All project outcomes must meet national standards, reflect national image, satisfy national needs, and possess independent intellectual property rights.[4] Therefore, from the initial planning stages, the “Internet of Things in China” series was designed to align with major national strategic needs. This topic direction conforms to the Fund’s principles of significance and excellence, fully representing China’s research and practical levels in this field and holding great significance for seizing the strategic high ground in Internet of Things development.

The Internet of Things represents innovative development of the Internet and the deep integration and application of new-generation information and communication technologies. It has fundamentally transformed human production and lifestyles, constituting a crucial component and development direction of the new round of scientific and industrial revolution, and serving as a core driving force and new growth point for national economic and social development under new circumstances. The planning and publication of the “Internet of Things in China” series aims to thoroughly implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of the 19th Party Congress, promote the building of a manufacturing and cyber powerhouse, and drive the sound and rapid development of the Internet of Things industry.

As early as 2012, the Publishing House of Electronics Industry, with its professional foresight, keenly observed the profound impact of Internet of Things technology applications across various industries. The press invited Ms. Zhang Qi, Director of the National Golden Card Project Coordination Leading Group Office, to lead the organization and compilation, and in 2012 pioneered the publication of China’s first Internet of Things series—the first phase of the “Internet of Things in China” series—which received support from the National Publishing Fund and successfully achieved all project objectives. The series ultimately comprised 22 volumes. This series not only became China’s first authoritative and systematic guide for Internet of Things technology research and industrial development but also influenced and advanced the progress of China’s Internet of Things industry, representing a high standard of professional publishing in China and earning a nomination for the Chinese Government Publishing Award.

The “Internet of Things in China” series, led by Ms. Zhang Qi of the National Golden Card Project Coordination Leading Group Office, invited nearly a hundred experts in electronic information fields to participate, meticulously crafting 24 books. It is a comprehensive masterpiece introducing the arduous development journey and fruitful achievements of China’s Internet of Things, possessing

high academic value.

### 1.1 Series Positioning and Publishing Value

After nearly a decade of development, the Internet of Things industry has entered a new stage, transitioning from theoretical exploration and technology research and development to application promotion and industrial expansion. The industry scale has exceeded trillions of yuan, and Internet of Things technology has become the foundation for connecting all things, driving the intelligentization process across industries, and powerfully promoting the building of a manufacturing and cyber powerhouse. Against this backdrop, the Publishing House of Electronics Industry continued to invite Ms. Zhang Qi to lead the organization and compilation, planning and publishing the second phase of the “Internet of Things in China” series to deeply explore China’s cutting-edge research achievements and industrial innovation cases in Internet of Things technology, examine development prospects for Internet of Things applications across industries, and analyze the impact of Internet of Things industry development on the economy and human social life. This will better drive technological innovation and industrial transformation, cultivate talent and markets, guide various industries toward intelligence, and ultimately promote continuous innovation and global leadership for China’s Internet of Things industry.

The “Internet of Things in China” series covers all aspects of Internet of Things-related technology, applications, and development, assembling top domestic experts in electronic information fields. It focuses on uncovering China’s Internet of Things technology innovation and industrial transformation achievements, demonstrating the intelligentization process across Chinese industries, the construction of the “Internet of Everything” foundation, and the specific details and scenarios of major technological breakthroughs. The series provides comprehensive technical support and decision-making references for governments at all levels, enterprises, institutions, research institutes, and universities. It serves national strategies such as upholding reform, expanding opening-up, driving innovation, promoting cross-boundary integration, pragmatically building Digital China and a smart society, achieving the “Two Centenary Goals,” strengthening international exchanges and cooperation, serving the “Belt and Road” initiative, and building a community with a shared future for mankind.

The first phase of the “Internet of Things in China” series was nominated for the Chinese Government Publishing Award, fully demonstrating its high publishing value and application worth. Practice has proven that the series’ publication has positively driven the development of China’s Internet of Things industry. With theoretical development, technological iteration, and application updates, planning the second phase of the “Internet of Things in China” series comes at an opportune moment for the healthy and sustainable development of China’s Internet of Things.

## 1.2 Feasibility Analysis of Series Publication

### 1.2.1 Exceptional Professional Strength of Creative Team Representing Domestic Leadership

An excellent author must not only keep pace with the times ideologically and pursue academic excellence but also express ideas with precision and standardization—prerequisites for creating quality works.[8] The creative team for the “Internet of Things in China” series comprises renowned experts from the Ministry of Industry and Information Technology, the National Golden Card Project Coordination Leading Group Office, the Chinese Academy of Engineering, dozens of industry departments, universities, research institutes, and key IT enterprises. These experts possess extensive experience in long-term industry management and research. The collaborative team ensures both authority and professionalism, and their involvement in numerous projects and report-writing provides a solid foundation for language expression.

### 1.2.2 Thorough Preliminary Preparation Ensuring Series Implementation

Before applying for National Publishing Fund support, the “Internet of Things in China” series underwent nearly two years of planning and organization, resulting in a well-structured, clearly framed, systematically complete, and content-rich series framework. Meanwhile, the Publishing House of Electronics Industry contacted nearly a hundred scholars and technical experts in Internet of Things and related fields, establishing a complete author team and laying a solid foundation for high-quality publication.

### 1.2.3 Prominent Professional Advantages of Publishing House with Rich Fund Project Implementation Experience and High-Quality Editorial Team

The Publishing House of Electronics Industry is a well-known publishing institution with strong influence in national science and technology publishing, honored as a “National Excellent Publishing House,” “National Advanced Unit in Copyright Trade,” and a winner of the Chinese Government Publishing Award. It holds a leading position in professional publishing fields such as electronic information and industrial technology. In recent years, the press has completed hundreds of key projects and received National Publishing Fund support for consecutive years, with project completion evaluations in excellent standing. The successful completion of the first phase of the “Internet of Things in China” series, which earned a nomination for the Chinese Government Publishing Award, generated enthusiastic social response, influenced and advanced China’s Internet of Things industry development, and successfully cultivated a well-known brand for Internet of Things books in China.

Regarding editorial team building, the press uses projects to train talent and mechanisms to motivate staff, cultivating editorial professionals with high political and cultural literacy, strong planning capabilities, and a sense of mission and responsibility—essential guarantees for polishing quality works.[8] In recent years, the Publishing House of Electronics Industry has closely tracked the development of China’s Internet of Things industry. The planning, management,

and editorial teams for the “Internet of Things in China” series possess strong professional technical foundations and editorial capabilities. Throughout the publishing process, the press strictly implements the “three reviews and three proofreads” system, with editing, proofreading, re-reviewing, and final reviewing all undertaken by qualified personnel. Some books also undergo additional reviews to ensure content quality.

## 2. Inviting an Authoritative Author Team to Collaboratively Create Quality Works

The decisive factor in book quality is the author. The “Internet of Things in China” series demands high levels of professionalism and academic rigor, making author resource development particularly crucial.

The series invited numerous experts to participate in writing, each being an authoritative figure in the Internet of Things field or a researcher with long-term industry experience. To ensure writing and editing quality and smooth progress, the “Internet of Things in China (Phase II)” Editorial Committee and Publishing Working Committee were established at the planning stage. The Editorial Committee was led by Zhang Qi, Deputy Director of the Electronic Science and Technology Committee of the Ministry of Industry and Information Technology and Director of the National Golden Card Project Coordination Leading Group Office, with members including Zhao Bo, President of China Electronics Standardization Institute; Wu Wei, Researcher and Deputy Chief Engineer of the 54th Research Institute of China Electronics Technology Group Corporation (CETC) and CETC Chief Scientist; Zhang Xueji, Foreign Academician of the Russian Academy of Engineering, Fellow of the Royal Society of Chemistry, and Academician of the American Academy of Medicine and Biological Sciences; Rao Zhihong, Chief Engineer of China Electronic Technology Cyber Security Co., Ltd., CETC Group Chief Expert, and National “Ten Thousand Talents Program” Science and Technology Leader, among others—all top experts in electronic information fields. They possess not only high professional standards but also participation in major Internet of Things engineering projects, combining solid technical expertise with rich writing experience to ensure the series’ authority, professionalism, and high academic value, laying a solid foundation for producing high-level, high-quality manuscripts. Specific coordination work and implementation of Editorial Committee decisions are handled by the Publishing Working Committee.

During topic selection, each volume’ s chief editor unified thinking according to the Editorial Committee’ s spirit and requirements, determined themes, and discussed writing outlines in detail. Writing outlines were reviewed by each volume’ s chief editor and, after discussion with the Publishing Working Committee, determined each volume’ s table of contents. Writing division of labor, progress schedules, timelines, and contributors were also established.

### 3. Emphasizing Project Management to Enhance Publishing Quality

The “Internet of Things in China” series is substantial in scale and presents significant writing challenges. To ensure content quality, a series Editorial Committee was established to discuss series positioning, framework, and other aspects, determining over 40 topics. Through repeated expert consultation and discussion, 24 topics of major significance to China’s Internet of Things development were selected.

Each book requires substantial effort from the author team and professional, authoritative peer review. First, each volume’s coordinator verifies the systematic nature, completeness, and novelty of manuscripts and coordinates problem resolution. Second, the Editorial Committee organizes peer reviewers to examine each manuscript’s content, propose modifications and adjustments, and provide revision suggestions. Authors then revise content based on feedback from peer reviewers and coordinators. Since authors are renowned experts and researchers with heavy research loads and numerous national projects, time coordination is difficult, so the press pays special attention to project management and holds multiple Editorial Committee meetings to coordinate outlines, standardize writing, and align progress.

#### 3.1 Holding Multiple Editorial Committee Meetings to Enhance Writing Quality

Each volume’s chief editor communicates and coordinates with writers in a timely manner according to the Editorial Committee’s spirit and writing requirements to ensure initial draft progress. Editors maintain contact with chief editors and contributors, providing thoughtful and prompt service to ensure writing progress and quality.

To ensure smooth writing and timely project advancement, the first Editorial Committee meeting for “Internet of Things in China (Phase II)” was held in Beijing in December 2018 to discuss topic proposals. In March 2019, the second working meeting was convened in Beijing, where the Publishing Working Committee introduced overall progress and potential issues in manuscript writing, provided unified explanations for frequently asked questions, and emphasized political orientation and guidance, originality and content accuracy, manuscript length and timeliness, unified formatting standards, and chart and coordination considerations. Key next steps were outlined, and manuscript review plans were determined.

#### 3.2 Arranging Multiple Rounds of Expert Review

Given the series’ major significance for the Internet of Things field, content accuracy is extremely important. The overall framework design was collectively researched by the Editorial Committee and finalized after consulting the Advisory

Committee. The Editorial Committee established a two-tier manuscript review scheme: first-level editorial review by responsible editors examining manuscript structure, length, and formatting; and second-level expert review by peer reviewers selected by the Editorial Committee who examine content, structural rationality, political and orientation issues, authority, academic quality, and depth, providing revision suggestions. Authors conduct further coordination and adjustments based on expert feedback.

### **3.3 Conducting Publishing-Related Work Professionally and Efficiently**

A high-level editorial team is crucial for successful project publication.[9] Over the years, the Publishing House of Electronics Industry has cultivated and trained talent through various key projects to improve team cohesion and collaboration. During the editing stage, copy editors strictly control manuscript content and formatting, communicate with authors promptly about issues, and discuss matters with planning editors and project leaders. The press maintains strict implementation of the “three reviews and three proofreads” system and pre-press quality inspection, rigorously controlling cover design, binding design, and printing quality. The joint efforts of renowned authors and an excellent editorial team ensured the smooth publication of the “Internet of Things in China (Phase II)” series.

## **4. Multi-Channel Comprehensive Marketing**

### **4.1 Official Debut at the World Internet of Things Conference**

The World Internet of Things Conference was grandly held. As a global Internet of Things new economy international organization and conference brand, it is committed to building a community with a shared future for mankind through the Internet of Things, creating new world economic growth points, benefiting people’s smart lives, work, and production through the Internet of Things revolution, promoting human social progress, and assisting in achieving the UN 2030 Sustainable Development Goals and Millennium Development Goals. Zhang Qi, Director of the “Internet of Things in China” Editorial Committee, promoted the series at the conference, noting that it represents the crystallization of China’s comprehensive exploration and practice in the Internet of Things field. Through exquisite promotional videos, it was formally introduced to government leaders, ambassadors, counselors, academicians, enterprises, and media representatives from over 80 countries and regions. The video display of physical books and Zhang Qi’s sharing of China’s Internet of Things development journey gave the world profound insight into China’s Internet of Things history and generated great interest in this comprehensive, technically profound series. Through exposure at the World Internet of Things Conference, the series established brand recognition for China’s Internet of Things.

## 4.2 Generating Industry Discussion Through New Media Communication

New media has transformed how readers obtain book information and created new opportunities for book promotion. Using platforms like video channels and WeChat official accounts, the “Internet of Things in China” series expanded its reach, improved communication efficiency, and enhanced impact. The press actively planned and invited authors to record book recommendation videos and write promotional articles, adapting to public reading and browsing habits. Through WeChat official accounts and video channels within the Internet of Things vertical field, it achieved “social” sharing and dissemination, sparking industry discussion. For example, the promotional video for *Internet of Things and Energy Internet* reached 35,000 views and 900 likes, significantly boosting book sales and drawing attention to similar titles from the press.[10] Videos for *Internet of Things and Beidou Application* and *Internet of Things Security: Theory, Practice and Innovation* exceeded 10,000 views, while videos for *Internet of Things and Smart Cities* and other titles surpassed 1,000 views. Marketing professional books through short videos conveys professional knowledge and content to stable readers of video channels and fully covers authors’ hundreds or thousands of “circle friends” on WeChat. By attaching purchase links below recommendation videos, the press not only sells the featured books but also drives traffic to similar professional titles.[11] Promotional articles and videos continue to be updated and released steadily, aiming to maintain attention and popularity for the series, establishing it as a “long-selling” work that provides valuable references for China’s Internet of Things development across industry, agriculture, logistics, smart cities, communications, artificial intelligence, and ecological environmental protection.

## 4.3 Reaching Professional Communities to Build Long-Term Influence

Community and social media promotion may not make the “Internet of Things in China” series an instant hit, but it can generate long-term search traffic through simple steps.

Zhihu is a well-known and trusted Q&A community on the Chinese internet[12] where professionals and technical talents gather to share knowledge, experiences, and insights with peers, wielding considerable influence in multiple technical fields that deserves attention and full utilization as a promotion platform. The press designed and edited promotional materials for the series to suit various formats including technical Q&A, column articles, and video popular science, linking them to relevant Zhihu topics and corresponding e-books. This content will remain available long-term, continuously guiding users seeking knowledge.

The publication of the “Internet of Things in China” series holds profound social significance and will indirectly generate substantial economic benefits. Currently, no comparable complete series exists in the domestic market. The creative team comprises “national team” experts and leaders from numerous min-

istries, research institutes, enterprises, and military units who are truly familiar with China's national conditions and have mostly personally experienced or participated in China's Internet of Things development. Their contributions go beyond general technical achievements to encompass industry-academia-research-application advantages and long-term research on Internet of Things technologies and macroeconomic policies and development directions. The publication of this series will undoubtedly play a positive role in advancing China's Internet of Things field.

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*Note: Figure translations are in progress. See original paper for figures.*

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