

## On the Topic Planning and Post-printing of Enterprise-integrated Science and Technology Books

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### Abstract

With intensifying competition in the science and technology book market and accelerating technological iteration, creating new growth points has become a practical challenge for science and technology book editors. This paper, from the perspective of enterprise-integrated science and technology books, discusses the pathways and mechanisms for launching high-quality book titles in collaboration with enterprises.

### Full Text

#### On the Planning of Science and Technology Book Topics in Collaboration with Enterprises

**Abstract:** As competition intensifies in the science and technology book market and technological 更新换代 accelerates, creating new growth opportunities has become a practical challenge for editors of science and technology books. This paper examines the domain of science and technology books developed in collaboration with enterprises, discussing the pathways and mechanisms for producing high-quality publications through such partnerships.

**Keywords:** enterprise; science and technology books; topic planning; unity of social and economic benefits

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Collaborative publication of science and technology books with enterprises refers to the production of high-quality, market-oriented books based on the full utilization of internal technological resources, under the premise of aligning the publishing house's objectives with the development goals of large enterprises and adhering to the principle of unifying social and economic benefits (hereinafter referred to as "dual-benefit unity").

In planning such books, reliance on enterprise resources can alleviate certain pressures on the publishing house, while simultaneously presenting challenges rarely encountered in conventional topic selection. This paper offers a brief analysis of this specialized domain, hoping to benefit colleagues in understanding and producing more outstanding science and technology books.

## **Advantages of Enterprise Collaboration**

### **1.1 Forward-Looking Perspective**

Enterprises, driven by profit maximization and operating in highly marketized environments, possess acute market sensitivity. This inevitably makes them more responsive to technological changes, rapidly acquiring new knowledge and keeping pace with application development. Moreover, enterprise endorsement and promotion of new technologies create a bandwagon effect, sparking enthusiasm for learning and developing new applications. For instance, when Google released its TensorFlow framework, it quickly became an industry hotspot, triggering a wave of book publications. Our press' s early publications in this area became bestsellers that year. Therefore, by maintaining timely communication with enterprises, editors can rapidly learn about new industry trends and developments from corporate changes, enabling early planning of relevant book topics.

### **1.2 Originality and Innovation**

Enterprises typically possess significant advantages in technological accumulation, and their development of localized applications demonstrates greater originality and innovation. Alibaba, for example, has built a world-class e-commerce system, giving rise to numerous unique technical experiences and insights that have profoundly influenced the industry.

### **1.3 Domestic and International Leadership**

Beyond technological advantages, enterprises also excel in talent acquisition, attracting numerous top-tier scientists and engineers. Yann LeCun, one of the three pioneers of deep learning, works for Facebook, while Dr. Yu Dong, a leading expert in speech recognition, works for Tencent. Outstanding content depends on outstanding authors, who serve as quality guarantors for excellent books. Their works represent cutting-edge industry standards to a certain extent, delivering substantial social benefits and value while playing an important role in promoting the transformation of scientific achievements into productive forces and supporting industry development.

### **1.4 Targeted Promotional Resources**

Technologies and products developed by enterprises generally possess strong industry applicability, and substantial promotional efforts are made when launching new technologies or products. By leveraging these promotional activities to publicize books, publishers can achieve multiplier effects with minimal effort.

## Challenges in Planning Enterprise-Collaborative Books

Despite these advantages, planning such topics involves more problems and difficulties than conventional selections. These challenges can be summarized as follows:

### 2.1 Complex Intellectual Property Issues

Enterprises emphasize intellectual property protection and maintain strict processes and legal requirements for external communications. In our publishing cooperation with IBM, drafting the contract alone took over a year, with all details requiring confirmation from their lawyers or legal departments and strict implementation throughout subsequent processes. When it comes to publishing individual books, beyond complying with existing contracts, each manuscript must undergo rigorous review covering technical, legal, personnel, and other issues, making the process extremely complex.

### 2.2 Lengthy Publishing Process

Cooperation with enterprises involves numerous internal review stages, broadly divided into technical review and legal review. Technical review focuses on whether manuscript content involves confidential information, requiring internal experts with appropriate qualifications to conduct technical vetting. Legal review assesses whether content involves intellectual property or legality issues, requiring submission to legal departments for evaluation. I once received a manuscript that, after multiple rounds of revision and approval through various stages, was ultimately blocked in the legal review phase and could not be published.

### 2.3 Significant Quality Control Risks

The involvement of multiple stages increases the risk of uncertainties during book production. After multi-stage reviews, specific feedback from different stages may be inconsistent or even contradictory. When refining content, authors must comprehensively consider all opinions and revise accordingly, sometimes requiring major structural adjustments. This can cause the topic to deviate from its original concept, consuming more time and energy from both authors and editors, and potentially leading to mid-stream abandonment if the revised content no longer meets market demands.

## 3. Unpredictable Risks

Such topics involve not only individual authors but also numerous complex requirements related to corporate personnel and compliance, resulting in relatively more unpredictable risks during publication. These include: first, writing disruptions due to personnel changes. These topics are rarely completed by a single author and typically involve team collaboration. If team members transfer positions or resign mid-project, writing progress is hindered and may even affect manuscript completion, causing the topic to fail. Second, project termination

due to shifting work objectives. As previously noted, such topic planning should align with corporate objectives and serve corporate goals. Once these objectives change, the likelihood of topic suspension increases. Third, topic unsustainability due to various other corporate factors, such as non-compliance with new corporate policies, leadership changes, or shifts in business strategy.

#### **4. Strategies for Planning Enterprise-Collaborative Topics**

Based on years of experience, I have summarized the following planning strategies tailored to the characteristics of such books.

##### **4.1 Conduct Thorough Research, Understand Corporate Culture, and Create Distinctive Products**

In these collaborative topics, the first “author” editors face is often not an individual writer but the enterprise as a whole. Therefore, understanding the enterprise’ s culture, style, and short- and long-term strategic planning is essential. This requires editors to gather corporate information through multiple channels, such as corporate WeChat accounts, media reports, and news about founders, to develop a comprehensive profile and identify targeted topic directions.

When planning a book collaboration with a major IT company, I gathered extensive information to understand its corporate style beforehand and conducted in-depth meetings with numerous engineers to understand their suggestions and concerns regarding book publishing cooperation. After summarizing and organizing this first-hand information, I developed a feasibility plan for building a distinctive book brand for the company and communicated it to the department responsible for technological development. Through repeated negotiation and incremental trial-and-error with this department, we ultimately identified a viable cooperation model. Several key points warrant attention in this process.

###### **4.1.1 Understand Corporate Culture and Identify Suitable Content Resources**

Content is always paramount in publishing. Transforming enterprise resources into book content requires editors to possess deep understanding and insight into the book market. On this foundation, editors must fully understand available enterprise resources and select suitable components to create high-quality products that truly serve reader interests. Using our book publishing cooperation with China Telecom as an example: China Telecom’ s business is vast, involving complex technical content, and its engineers demonstrated high writing enthusiasm. Based on prevailing social hotspots and trends, we ultimately selected “smart city” as our theme—a topic gaining public attention. After theme selection, we collaborated on content development. Since the smart city concept was just emerging and most people had only heard the term without understanding what it meant or how it would change their lives, we structured the book to first use cases to visually demonstrate the impact of smart cities on

daily life, then explain relevant technologies and solutions, and finally project future applications.

The resulting book, *The Road to Smart Cities: Scientific Governance and Urban Character*, received excellent feedback after publication and was even collectively purchased by local governments as reading material for civil servants to understand smart cities. China Telecom not only expanded its business and enhanced its brand image in the smart city domain but also achieved tangible project gains.

Identifying appropriate content resources is particularly important. Regardless of how advantageous enterprise content may be or how economically tempting the opportunity, publishers must ensure alignment with the “dual-benefit unity” principle. When planning such topics, editors must remember two points to avoid being dazzled by seemingly attractive content and making misjudgments: resolutely prioritize social benefits, eliminate books that purely cater to the market without any social value, and rigorously evaluate and cautiously publish content with limited market demand to avoid unnecessary economic losses for the publishing house.

#### **4.1.2 Understand Corporate Operations and Develop Customized Publishing Processes**

Each enterprise has its own operational mechanisms. During cooperation, editors must comply with the overall situation, consider the enterprise’s needs while adhering to principles, and comprehensively incorporate corporate operational processes into their service scope to develop customized publishing processes that lay a solid foundation for efficient later-stage collaboration.

First, **quality first, review paramount**. Regardless of how complex corporate processes may be or whether publication schedules may be delayed, the three-review and three-proofreading process cannot be omitted and may even require multiple additional reviews and proofreading. Corporate involvement may lead to continuous content modifications, making the standard three-review and three-proofreading process potentially insufficient. Everything must center on quality.

Second, **three hearts in service**. Cooperation with enterprises involves numerous stages, trivial matters, and details, requiring editors to serve authors with great patience, meticulousness, and thoughtfulness. Authors also find themselves in this process and may feel fatigued. At such times, editors must become considerate managers, serving authors meticulously, helping them resolve process-related issues, and allowing them to focus their energy on content exposition rather than procedural hassles.

Third, **customize processes to ensure efficiency**. To minimize 磨合 costs and operate processes efficiently, it is necessary to modify publishing processes according to corporate characteristics and, at times, efficiently parallel certain stages. To meet corporate requirements, internal review stages must be added.

Based on both parties' operational mechanisms and standard requirements, specific time points for adding internal reviews should be identified to advance processes efficiently while ensuring quality. To accelerate publication pace, some processes may need to run in parallel—for instance, manuscript revision, proof-reading, and typesetting might operate concurrently, or the binding design stage might begin early. After publication, special distribution and payment collection processes should be customized for corporate purchases to comply with both parties' institutional regulations and constraints.

#### **4.1.3 Understand Corporate Characteristics and Create Customized Brand Services**

When enterprises are willing to transform internal resources into public publications, they inevitably consider brand promotion and publicity. Therefore, editors must start from this demand to customize brand images for enterprises, maximize mutual benefits, and create win-win situations. IBM has consistently emphasized localization in China and prefers using Chinese elements in its promotions. In our technical book publishing cooperation with them, we adopted a white-background-with-blue style and designed a set of landscape-patterned covers. Blue is the main color of IBM's logo and a favorite among technical professionals, while landscape patterns evoke profound artistic conception and represent typical Chinese cultural elements—creating a perfect match. In our cooperation with Alibaba Group, we selected orange as the primary color and jointly designed a series logo. Simultaneously, based on the book content, we determined the format and paper type, communicating in detail with Alibaba's promotion department on every detail to ultimately achieve satisfactory visual and brand promotion effects for both parties.

#### **4.2 Consider Enterprises and Authors to Achieve Win-Win Cooperation**

In cooperation with enterprises, book publishing represents only a very minor part of corporate operations. Enterprises' ultimate interest lies in profit maximization, and any work unrelated to this goal is essentially unimportant. Editors must always keep this in mind when planning such books; otherwise, they may miss opportunities or become indecisive.

##### **4.2.1 Integrate Corporate and Publishing Goals to Create Quality Books**

In enterprise cooperation, editors must skillfully grasp corporate needs, refine these needs into specific content objectives, and analyze each to determine whether they align with the overarching goals of both the publishing house and the enterprise and whether they conform to the “dual-benefit unity” principle. Only then can suitable content be selected for focused development into quality books that serve mutual interests.

I once planned the book *Machine Learning Online: Alibaba Cloud Machine Learning Platform*, which introduced the Alibaba Cloud technical platform. Ini-

tially, I had concerns: first, that a book exclusively about enterprise technology might not perform well in the market, and second, that it might appear to be mere corporate advertising with limited social value. After investigation, I discovered that the platform had already gained widespread internal adoption, and Alibaba Cloud was actively promoting it externally, allowing users to operate it directly online. This indicated a promising start: Alibaba's large internal user base represented a confirmed readership, while external promotion reached potential customers who also constituted a potential readership. Both groups demonstrated clear needs to learn and use the platform in considerable numbers. Alibaba Cloud also urgently needed an official publication to help them introduce the platform more thoroughly to customers and teach them how to use it. After comprehensive research and evaluation, we decided to publish the book. Subsequent results proved that the book performed well in the market, effectively resolving numerous user difficulties and helping the enterprise successfully achieve its promotion objectives.

#### **4.2.2 Shift Mindset, Strengthen Service Awareness, and Utilize Various Resources to Serve Publishing**

In traditional publishing, publishing houses typically play the role of the primary party, whereas in enterprise cooperation, they must adjust their mindset: always recognizing that publishing services are not necessities for enterprises. In this context, publishing houses are more like supplier parties and must possess strong service awareness. Only with this mindset can publishing houses fully utilize enterprises' advanced technologies and concepts, transforming them into knowledge service products that benefit society and readers. This actually demands high comprehensive qualities from editors, who must navigate complex corporate personnel relationships skillfully to coordinate various parties and achieve cooperative publishing goals—a task difficult to accomplish without a “service to others” mindset and clear recognition of one's role. Additionally, due to the complexity of internal corporate resources, editors must also be able to 敏锐ly capture various opportunities within enterprises, communicate fully with authors to obtain various “intelligence,” understand inter-departmental cooperative relationships, and proactively establish connections to lay a solid foundation for efficient output.

In my experience cooperating with enterprises on book publishing, I have actively coordinated not only with the departments where authors work but also proactively identified corporate departments interested in book content, communicating with them in a timely manner and conveying relevant book information through various forms such as posters, flyers, and EDMs. When books are officially published, internal orders subsequently arrive, laying a foundation for book promotion and distribution.

In today's increasingly competitive science and technology book market, editors need to broaden their horizons, adjust their mindset in a timely manner, shift their thinking, and consciously enhance their learning capabilities and knowledge structures to open new pathways for topic planning and lay the foundation

for creating more quality science and technology books.

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