

Modern Paper Book Publishing Case Study (II): Post-print Edition of “Being a Powerful Teacher—Observing and Supporting Children’s Learning”

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Abstract

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Full Text

Editor’s Insights on Modern Paper Book Publishing

Positioning and Capturing Readers

Introductory text functions as advertising copy for a book’s matched digital resources. High-quality introductory text not only clearly informs readers about the content of digital services but also awakens their deeper needs. Therefore, every word must be carefully weighed and crafted to strike precisely. Through the RAYS Blue Ocean System, a flat printed book transforms into a truly modern paper book, breaking down previous limitations and enabling interaction and integration among readers, editors, authors, and publishers—an achievement that brings great satisfaction.

In operating *Romance of the Three Kingdoms for Children: Chinese Cultural Classics*, I recognized that QR code placement and introductory text wording are crucial. This book features six online service entry points positioned at the table of contents and chapter endings, maximizing reader attention and

prompting WeChat scanning actions. During placement, editors must carefully consider the RAYS Operations Center's advice to achieve precision.

Through collaboration with RAYS, I deeply sense the trend of digital publishing. Under this trend, every book editor must keep pace with the times to make their modern paper books shine.

Case Study 2: *Being a Powerful Teacher—Observing and Supporting Children's Learning*

Basic Information *Being a Powerful Teacher—Observing and Supporting Children's Learning*, published by Guangdong Education Press, comprehensively elaborates how to observe and record children's performance in various activities from multiple perspectives, and to evaluate, support, and analyze children's behaviors. The book provides rich examples and detailed observation points, serving as a “treasure guide” for observing and recording children's behavior. This publication belongs to the mass-market book category.

Publication Attributes and Reader Services This publication guides teachers in early childhood instruction, enabling them to understand children's psychological characteristics and adjust teaching direction accordingly. As it requires dedicated study time, the publication has low rigid demand, making it a “non-essential book.” Meanwhile, as a teaching guidebook, its fundamental purpose is meeting readers' own needs—typically purchased out of personal willingness and interest to satisfy stage-specific teaching requirements. Therefore, this publication exhibits target-oriented personality attributes.

Based on this analysis, digital content services must satisfy the original attributes of the printed book, moving forward in sync. The higher the scenario restoration between digital services and readers' experience, the more successful the operation. Matching this publication's content scenarios, provided digital services can include reader circles for barrier-free interaction among readers and between readers and authors. For this publication's professional teacher audience, sharing teaching experiences with excellent peers is essential to identify optimal teaching methods. The author Q&A session is indispensable for teacher books, as the author's high expertise provides professional answers—particularly valuable for new teachers. Additionally, the editor provides the author's reference bibliography to help readers identify the publication's authoritative professionalism, enabling confident use of its digital services.

The publication features five reader diversion entry points: front flap, endpaper, table of contents, introduction, and back cover. Conventionally, the front flap is suboptimal, but this publication cleverly prints author information above it. According to reading habits, readers naturally examine author profiles first, thus noticing the diversion entry point below, which inevitably increases digital service scanning rates—an excellent approach. Other QR code positions follow the one-book-one-code strategy, continuously strengthening scanning awareness and ultimately promoting purchase of matching digital services.

Editor's Insights Transforming this book into a modern paper book has been considerably rewarding, deeply demonstrating how exciting this digital publishing era is. In operating *Being a Powerful Teacher*, I believe digital content services must satisfy printed books' original attributes. The higher the scenario restoration between digital services and reading experience, the more successful the operation. This book's digital resources—reader circle services, author Q&A, and reference bibliography—enable barrier-free reader-author interaction while helping readers identify authoritative professionalism. Thus, high-quality digital resources are fundamental to readers' secondary consumption.

QR code positions and introductory text are keys to prompting digital resource consumption. This book's five entry points (front flap, endpaper, table of contents, introduction, back cover) align with RAYS operation strategy requirements. Facts prove that accurate QR code positioning is key to attracting WeChat scans. The introductory text—"Scan the code for intimate dialogue with the author, hands-on guidance for observing and supporting children's games"—was carefully crafted to increase scanning rates.

RAYs operations staff provided excellent suggestions that helped me understand modern paper book operation's core methods. I hope future collaborations will spark new inspiration for better reader experiences.

Pricing Argument The children's game observation skills Q&A service is priced at 9.9 yuan—slightly high but justified, as the author holds master's and doctoral degrees in psychology from Hiroshima University, Japan, with in-depth research in child psychological development and education. The digital content has high value, and the publication's decision-makers are financially stable teachers. Based on readers' financial capacity, this pricing satisfies derivative digital service pricing strategies.

Improvement Suggestions While QR code placement is well-executed, digital content service sequencing could improve. The homepage's first item is the premium-priced author Q&A session—highly inadvisable. Before readers fully understand the publication, placing premium content causes reader loss and reduced revenue. The recommendation is positioning reader circle services as the first homepage item. With rich application functions, the reader circle is a strong entry point for reader-author interaction, increasing this service's exposure and deepening engagement. First guide readers into the circle, foster continuous interactive communication to generate communicative value, then release derivative digital services based on demand points to generate revenue. High matching with reader needs yields high purchase rates and consequently higher editor revenue. Additionally, the free digital service—reference bibliography—can be placed in the reader circle service to increase click rates.

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

Source: ChinaXiv — Machine translation. Verify with original.