

New Trends in China' s International Publishing: From 'Outward Expansion' to 'Deep Integration' Postprint

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Date: 2025-07-09T00:00:00+00:00

Abstract

[Objective] Against the backdrop of economic globalization, rapid development of internet technology, accelerated internationalization of China' s economy and culture, and deepened opening-up of the publishing industry, this study explores the international development pathways for China' s publishing industry to provide references for the sector.

[Methods] Taking People' s Medical Publishing House (hereinafter referred to as PMH) as a typical case study, this paper provides an in-depth analysis of its process of exploring the "going global" pathway by aligning with international publishing trends through comprehensive and diversified innovative practices.

[Results] PMH has successfully achieved outstanding results in the synergy between traditional Chinese and Western medicine, multi-language coordination, and parallel development of independent operations and win-win cooperation.

[Conclusion] PMH has steadily achieved the critical leap from "going global" to "going deep" , providing a highly valuable reference paradigm for the international development of China' s publishing industry.

Full Text

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Abstract

Objective: Against the backdrop of economic globalization, rapid internet technology development, accelerated internationalization of China' s economy and

culture, and deepening opening-up of the publishing industry, this study explores the international development pathways for China's publishing industry to provide reference for the sector. **Methods:** Taking People's Medical Publishing House (hereinafter referred to as PMPH) as a typical case study, this paper provides an in-depth analysis of how the press has adapted to international publishing trends and explored "going global" pathways through comprehensive, diversified innovative practices. **Results:** PMPH has achieved remarkable success in coordinating Chinese and Western medicine publishing, implementing multilingual strategies, and balancing independent operations with win-win cooperation. **Conclusion:** PMPH has steadily achieved the critical leap from superficial "going global" to deep "going inside," offering a highly valuable paradigm for the international development of China's publishing industry.

Keywords: Diversified industry chain; Going global; Integrated development; Servitization; Policy resources

Chinese Library Classification: G230

Document Code: A

Article ID: 1671-0134(2025)04-46-04

DOI: 10.19483/j.cnki.11-4653/n.2025.04.009

Citation Format: Zhang Chenyu. New Trends in China's International Publishing: From "Outward Expansion" to "Deep Integration" [J]. *China Media Technology*, 2025, 32(4): 46-49.

1. Diversified International Industry Chain: Multi-Dimensional Expansion Driven by Publishing Core

As a classic vertical integration strategy for traditional publishing, industry extension has long played a pivotal role in international publishing cooperation. Centering on its core publishing business, PMPH has deeply tapped its potential and vigorously promoted international industry expansion, radiating outward from publishing to diverse cultural industry domains and painting a vibrant new landscape of industrial development.

In the field of medical publishing, PMPH has precisely targeted Traditional Chinese Medicine (TCM) with Chinese characteristics as a sharp spearhead for breaking into international markets. For years, the press has meticulously planned and launched TCM books in English and multiple foreign languages. Whether academic masterpieces expounding classic TCM theories or popular science works introducing practical TCM diagnostic and treatment techniques, these publications have garnered significant attention overseas and sparked strong interest among international readers, laying a solid foundation for the global dissemination of TCM culture.

Simultaneously, PMPH has made precise efforts in Western medicine publishing. In cutting-edge fields such as stomatology and oncology, the press holds copyrights for international classic books, providing domestic medical researchers with access to frontier knowledge aligned with international standards. In criti-

cal domains like surgery and operative medicine, PMPH has meticulously published a large number of high-quality English-language books. With rigorous academic content and exquisite surgical case analyses, these works have become important reference materials for international medical exchange and learning, securing a stable position for PMPH in the global medical publishing landscape.

Since 2015, PMPH has further upgraded its strategic layout by establishing branch offices across China in Shanghai, Guangzhou, Shenyang, Xi'an, Chengdu, Wuhan, and other cities. These branches take root locally, deeply integrate regional resource advantages, and keenly capture demand signals in local medical, educational, and cultural fields, demonstrating great prowess in diversified operations. On the one hand, they excavate local characteristic medical cultures to plan and publish regionally distinctive medical books; on the other hand, they conduct academic exchanges and training activities in close collaboration with local medical institutions and universities, injecting continuous vitality into PMPH's international development and further expanding its industrial territory.

2. Comprehensive “Going Global” : The Cornerstone of International Development

“Going global” represents the first step for the publishing industry to enter the international stage and a key to opening the world's doors, understanding the global publishing ecosystem, seeking international partners, and exploring vast markets. Whether carrying profound knowledge through traditional publishing or leveraging technological charm through digital publishing, the primary task in embarking on the international journey is to bravely “go global” [?].

2.1 Perfecting the “Going Global” Product Line: Refining the Overseas Publishing Process

Through more than a decade of diligent efforts, PMPH has meticulously cultivated its overseas publishing practice and developed a comprehensive process model oriented toward international markets. This model encompasses: initial precise market research to understand readers' knowledge needs, reading preferences, and local medical education development status in different countries and regions, providing a solid foundation for topic planning; strong collaboration between domestic and foreign authors to create high-quality content with both international vision and local characteristics; professional translation, rigorous editing, and meticulous typesetting; and subsequent market promotion through both online channels (leveraging internationally renowned medical academic platforms and social media for targeted promotion) and offline participation in international book fairs and medical academic conferences [?], showcasing publications comprehensively.

In terms of publishing content, PMPH focuses its efforts on the “Chinese Medical Culture Going Global” initiative. TCM foreign-language editions and related

products have reached over 300 varieties, comprehensively demonstrating the profound knowledge systems of TCM theory, acupuncture and tuina, and herbal formulas. English-language “going global” books reflecting China’s Western medicine clinical development and academic research frontiers have also been launched successively, with dozens of high-quality works published annually covering popular fields such as cardiovascular disease diagnosis and treatment, precision tumor therapy, and innovative neurosurgery, conveying the strong capabilities of Chinese Western medicine to the world.

2.2 Expanding PMPH’s International Influence: Telling China’s Medical Stories

To tell China’s stories well, PMPH has planned the “Great Doctors” thematic book series focusing on outstanding medical practitioners who have made monumental contributions to human health. Among them, the story of “Great Doctor Ma Haide” shines brilliantly. Ma Haide, a legendary figure in modern Chinese medical history, crossed national borders and brought hope to countless patients with his exquisite medical skills and selfless dedication. The series presents these moving stories not only in Chinese but also in carefully crafted English and Arabic versions, striving to break language barriers and allow readers worldwide to deeply appreciate the elegance of great doctors. PMPH collaborated with China Intercontinental Press to translate and publish English and Arabic editions of *Great Doctor Ma Haide* [?]. Through diverse approaches such as participating in international book fairs and cooperating closely with numerous overseas distribution channels, the series has successfully entered the world stage. Since its launch, it has achieved impressive results in international markets, with cumulative sales exceeding 600 copies per language, continuously conveying the great power of medical benevolence to the world and enabling deeper understanding and appreciation of China’s medical humanistic spirit.

2.3 Promoting Copyright Export: Innovative Cooperation Models Expanding International Territory

Upholding advanced concepts of development and openness, PMPH firmly grasps the critical lifeline of copyright export work and vigorously conducts copyright trade. Through years of progress, the press has achieved remarkable results, with over a hundred high-quality copyrights exported overseas to numerous countries including the United States, Brazil, Germany, Switzerland, Hungary, Italy, the Netherlands, Spain, Japan, South Korea, Malaysia, Singapore, as well as China’s Hong Kong and Taiwan regions.

To break copyright trade bottlenecks and stimulate innovation, PMPH has cleverly opened new paths by actively encouraging collaborative authorship between domestic and foreign experts. This approach transcends national borders, cultural barriers, and professional fields, allowing wisdom from different backgrounds to collide and merge, creating medical masterpieces with diverse characteristics. Simultaneously, PMPH deeply explores innovative copyright export

cooperation models, joining forces with international publishing giant Springer to establish a cooperative editorial department. Through close collaboration—from brainstorming topic selection to meticulous content creation, coordinated publication and distribution, and joint marketing efforts—the partnership creates high-quality books for international markets, injecting strong momentum into “going global” publishing and continuously expanding the boundaries of international publishing territory [?].

3. Transformation from Paid Knowledge to Servitization: User-Centric Publishing New Thinking

In the wave of vigorous development in international cooperative digital publishing, publishing enterprises are undergoing profound transformation in their thinking models, gradually shifting from traditional reader-centric thinking to user-centric thinking—a critical leap for adapting to market demands and enhancing competitiveness [?]. PMPH stands at the forefront, actively contemplating how to provide readers and users with more comprehensive and thoughtful services, taking solid steps on the journey of transforming from paid knowledge to servitization.

PMPH’s “Renwei Assistant” product series serves as a pioneering explorer, boldly innovating and taking the first groundbreaking step in domestic user services. By integrating PMPH’s massive high-quality medical resources, it provides users with one-stop services including intelligent consultation, medical course learning, and health information push, receiving widespread user acclaim. Currently, the integration of paid knowledge with media, publishing, and education remains in the initial exploration stage. The primary user group will undergo structural transformation in the future, shifting from early adopters seeking novel experiences to the mass market and mainstream users who emphasize efficiency and cost-effectiveness [?]. Therefore, the publishing industry must continue focusing its core strength on content production, utilizing cutting-edge technologies such as big data and artificial intelligence to precisely classify and tag content, achieving accurate push and personalized matching of knowledge content, enabling every user to quickly find the exact information that meets their needs amidst vast knowledge resources [?].

4. Leveraging Policy Resources to Aid Global Expansion: Seizing Opportunities for Development

As China’s pace of foreign cultural exchanges becomes more vigorous and the “going global” strategy continues to advance in depth, the state provides comprehensive, multi-level protection for foreign cultural trade, offering substantial support in key areas such as information consulting, fiscal and tax finance, platform construction, and project support [?]. PMPH keenly perceives these era opportunities, closely aligning with the national “Belt and Road” Initiative to paint a splendid chapter of international cooperation through publishing.

International book fairs, as grand events for global cultural exchange, build bridges for PMPH to communicate with the world. PMPH skillfully utilizes this platform to deeply tap the cooperation potential of Belt and Road partner countries, with initial results already emerging. At these grand gatherings of global wisdom, PMPH representatives shuttle through events, frequently interacting and engaging in in-depth discussions with medical publishers from Belt and Road countries such as Russia, India, Turkey, Poland, and Iran. Leveraging professional publishing strength, rich medical resources, and open and inclusive cooperation sincerity, PMPH has successfully established close partnerships. Through cooperative publishing channels, medical books carrying Chinese wisdom and cutting-edge medical research achievements have crossed oceans, effectively promoting vigorous development in foreign publishing and copyright trade cooperation. These successful pilot projects shine like bright pearls, creating demonstration effects and accumulating valuable experience for subsequent expansion into more countries [?]. In the future, PMPH will continue to seize opportunities at international book fairs to further deepen publishing cooperation with Belt and Road countries, illuminating more regions along the routes with the light of Chinese medical culture.

5. Pioneering Innovation to Meet International Development Needs: All-Round Driving Force for Publishing

The surging wave of publishing internationalization presents a series of new challenges and opportunities for publishing innovation, covering multiple critical dimensions including publishing concepts, talent cultivation, and management operations [?]. PMPH stands at a high vantage point, comprehensively examining current publishing reforms and innovation projects through an international lens, deeply contemplating and precisely exploring to ensure that every reform measure and innovation attempt closely aligns with the pulse of international publishing development and possesses practical relevance and effectiveness.

5.1 Publishing Concept Innovation: Breaking Mental Barriers to Embrace International Markets

In the journey of publishing internationalization, conceptual innovation stands as the primary key factor, like a lighthouse guiding the way forward. Publishing practitioners must possess pioneering, innovative publishing concepts and advanced ideas that align with international standards [?]. Publishing concepts compatible with the internationalization process should encompass several core elements: pioneering consciousness encourages publishing enterprises to dare to try new publishing forms, content themes, and business models to stand out in international market competition; international rules awareness ensures publishing activities comply with international copyright regulations and industry standards, maintaining a fair and orderly market environment [?]; international publishing concepts help enterprises accurately grasp global reader preferences and reading trends to plan internationally appealing publishing projects; interna-

tional management concepts guide enterprises to optimize internal management processes and integrate global resources to enhance operational efficiency and international competitiveness; international talent concepts emphasize recruiting and cultivating publishing professionals with cross-cultural communication skills and global vision [?]; international market awareness drives enterprises to constantly monitor international market dynamics and competitive situations to adjust publishing strategies flexibly; international competition awareness stimulates enterprises to continuously improve product quality and service levels to compete for gold in the international publishing arena; and international cooperation awareness encourages enterprises to actively seek international partners and achieve win-win development through complementary advantages.

5.2 Publishing Talent Innovation: Building Talent Highlands to Empower Publishing Future

Publishing internationalization and innovative development cannot be separated from the support of talent foundations. As a knowledge-intensive and cultural-creative industry, publishing depends extremely heavily on high-quality talent [?]. Examining the current situation of domestic publishing enterprises, talent shortages bottleneck the industry's pace toward internationalization and breakthrough innovation. PMPH deeply recognizes this pain point and comprehensively advances a talent-strong enterprise project, aiming to create a prosperous situation where talent invigorates the enterprise and the industry.

On the one hand, PMPH carefully constructs a complete human resource management chain system adapted to the enterprise's new development stage, covering talent selection, utilization, cultivation, and retention. In talent selection, the press broadens channels to recruit diverse talents without rigid constraints, including medical professionals, editorial elites, marketing experts, and digital technology talents. In talent utilization, PMPH matches positions precisely according to individual expertise to stimulate maximum potential. In talent cultivation, the press builds comprehensive growth platforms combining internal training, external advanced studies, and practical project exercises to enhance employees' comprehensive qualities. In talent retention, PMPH optimizes compensation and benefits systems and creates a positive corporate cultural atmosphere to enhance employees' sense of belonging and loyalty, ensuring a talent team that is sufficient in number, reasonable in structure, and excellent in quality, injecting powerful momentum into enterprise development.

On the other hand, PMPH learns international publishing industry operation patterns, advanced management experiences, cutting-edge digital technology applications, and international market development skills. By cultivating a talent pool with global vision, familiarity with international publishing industry operations, and a spirit of international market awareness and pioneering innovation, PMPH significantly enhances its international publishing business capabilities and solidifies its talent foundation for international development.

5.3 Publishing Management Innovation: Keeping Pace with the Times to Lead International Publishing

Currently, the global publishing industry presents intertwined development trends of internationalization, networking, digitalization, branding, and capitalization, driving continuous innovation in publishing concepts, business formats, and management operations like surging waves, constantly expanding new boundaries and horizons for industrial development. PMPH follows this trend resolutely, implementing a publishing management innovation strategy to stand at the forefront of era transformation [?].

Leveraging broad platforms such as international book fairs, international exchanges, and foreign affairs activities, PMPH conducts in-depth research and studies successful examples of the international publishing industry. By absorbing the essence and combining it with its own reality, the press explores deeply in core business areas including international trade, online publishing, digital publishing, creative planning, brand management, and capital operation, gradually establishing mature and robust business models and profit models. For example, in international trade, PMPH optimizes copyright export processes and expands overseas sales channels; in online publishing, it continuously upgrades digital platform functions and enriches digital content products; in digital publishing, it deepens big data applications and improves personalized recommendation accuracy; in creative planning, it focuses on innovative integration of medical popular science and professional education; in brand management, it strengthens PMPH's international brand recognition; and in capital operation, it explores diverse paths such as introducing strategic investment and promoting enterprise listing and financing [?]. Through comprehensive and systematic management innovation, PMPH comprehensively enhances its survival and competitiveness in international markets, using internationalized and modernized excellent management to drive Chinese publishing and Chinese medical culture to stride toward the world, steadily moving from superficial "going global" to deep "going inside," and gradually growing into a towering tree in the international publishing market.

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

Source: ChinaXiv – Machine translation. Verify with original.