

· 人文博士前沿论丛 ·

定位图书流通

RESEARCH ON BOOKS CIRCULATION

陈悟朝 ◎ 著

中国书籍出版社

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前 言

观念创新是制度创新的基础。如果说我国出版流通体制的改革相对于经济体制改革稍显滞后或相对保守的话,那么 WTO 后出版物分销领域的全面开放,无疑促进和刺激了整个出版物流通市场的变革进程。图书流通的观念已经在变革中孕育,图书流通的制度也将在变革中形成。

我们曾经习惯于在新闻出版业的意识框架下,对图书出版、发行活动进行解释和管理,对于市场经济下图书流通的专业化、产业化发展趋势尚缺乏系统的关注。随着市场经济体制的逐步完善和流通领域的不断变革,图书发行的观念、方式、方法已经发生了很大变化,已经不能囿于出版业的范畴内研究图书的市场交换活动,而应该从流通产业的视角审视图书的市场化交易行为,形成图书流通产业的观念。

由于缺乏观念的创新,我们对图书流通客观规律的研究一度被阻滞了,对图书流通的产业化发展趋势的认识明显不足。在国民经济其它行业和产业领域的市场经济改革大踏步前进的时代,图书流通领域变革的步伐太慢,理论的研究更是滞后于改革的步伐,以至于要被人们忽视了。

笔者近年来直接从事图书的出版工作,对图书的出版和流通活动进行了较多的辩证思考,对图书流通概念及其产业属性的认识逐渐有所加深;多年来对商品流通理论的系统学习,也使笔者能够理性地关注和透视图书业界的发展规律;近年来人们对新闻出版产业属性的新认识,经济社会对发展文化产业的日益关注

等等，坚定了笔者以制度观点、产业视角来研究图书流通的决心和信心。因此，笔者选择图书流通作为博士论文的研究题目，并不揣浅陋，将论文付梓出版，希望该书对于图书流通的产业化研究，能够为新闻出版业的体制创新作一块小小的铺路石。书中的问题与疏漏之处，敬请读者批评指正。

感谢中国人民大学以李金轩教授为组长的博士论文课题组。他们对该选题给予了高度的评价，并对相关的理论创新给予很高的期望。马龙龙教授、杨昌举教授都对论文的立意和结构提出了很好的建议，使论文的写作受益匪浅。

特别感谢笔者的导师黄国雄教授。他以理性的高度，自始至终对本课题立意的确定、写作的框架、逻辑的展开都给以具体的指导，使笔者在研究过程中能够保持清醒的认识，坚持严密、正确的研究方向，使理论的创新能够做到源于实践而又高于实践。黄老师对该研究的方向性把握，对研究过程的密切关注和指导，最终促使该课题论文的写作得以坚持下来，并能够顺利地完成。

内容摘要

本书所研究的课题，是笔者近年来在从事出版工作的过程中一直在思考的问题。读博士期间，对于商品流通理论的系统关注，为盲目的思考活动提供了有序的、多维的坐标，使有关图书流通概念的思考能够纳入产业研究的范畴，并最终落实为观念的创新。本书提出并阐述了完整的图书流通概念，分析了图书流通的产业属性，研究了图书流通的制度规律，提出了发展图书流通业的政策建议。这些观念和观点无疑构成了本书的创新之处。

本书主要包括以下几个方面的内容：

一、导论

该部分内容重点论述了图书流通研究的重要的理论与现实意义。

长期以来，人们习惯了新闻出版业的概念，习惯了新闻出版业的意识形态属性。对于图书流通观念的认识非常有限，理论的研究滞后于改革的步伐。

国内业界一直没有形成正式的图书流通概念。主要原因：一是模糊的出版概念导致出版的产业属性被其意识形态属性所淹没，限制了图书流通的专业化发展；二是模糊的行业管理理念导致图书流通主体的模糊属性，限制了图书流通的市场化发展方向；三是模糊的行业分类导致图书流通的产业属性不明确，限制了观念的创新；四是图书出版活动的文化属性决定了图书流通特殊的社会使命和文化责任，影响了理论研究的思路。

然而，在流通革命的大背景下，流通领域的变革日益加快，

流通产业的任务更加艰巨，所面临的开放局面更加复杂，图书流通作为流通产业的重要组成部分必然受到各种流通变革的影响，图书流通的观念创新成为时代发展的需要。图书流通观念的失位必将带来产业发展的困惑。随着生产技术的不断进步，图书生产过程更加专业化、高效化和规模化。同时，图书的消费水平不断提高，且表现出多样化、个性化的发展趋势，图书的买方市场格局迅速形成，传统的图书发行观念已不能适应市场格局的根本转变，流通的重要性逐渐提高，图书流通的瓶颈效应凸显，为发展图书流通提出了严峻挑战。

随着中国加入 WTO，图书分销领域的渐次开放必然给国内的图书流通业带来巨大的市场压力。图书流通需要自己的经营理念，传统的图书发行概念不能代替图书流通。

由于图书流通的研究具有学科的交叉性、专业的综合性和实践的复杂性，理论的研究还比较零散，没有形成系统的研究体系。国外市场经济国家有发达的流通产业理论和丰富的图书流通实践，但也并无系统的图书流通理论，再加上国情的不同，理论上的借鉴意义不大。自主的理论研究势在必行。

二、图书的商品性基础

该部分内容分析了图书的起源和概念界定，明确了本书所研究的图书范畴，并重点论述了图书流通的理论基础。

本书所研究的图书范畴是区别于内部资料、期刊、报纸、电子出版物、网络读物的，按照一定的出版、印刷标准装订成册的、页码不少于 49 页的、公开的纸介质媒体出版物。

图书是一种商品，具有商品的共性特征。图书所具有的商品的共性特征是图书流通产生和发展的理论基础。图书商品具有独特的有用性，能够满足人们精神消费的需要；图书生产的不是为了自己的生存和生活需要，而是为他人生产的；图书的利他性决定了图书的社会属性，是人类社会生产关系的物质体现；图

书的利他性通过流通得以实现，图书的社会性通过流通得到体现；图书在生产过程中，凝结了无差别的人类劳动，这种劳动可以计量、能够比较，为图书流通提供了经济上的可行性；图书与其他商品一样具有自身的生命周期，为图书生产和流通的周期性循环提供了理论基础。

图书商品的特殊性为图书流通实践的特殊性提供了理论支持。图书是意识形态领域精神消费的内容，属于上层建筑，政治敏感性是非常突出的；图书的生产过程既是精神内容的生产过程，又是物质产品的生产过程，因此，图书既是精神产品，又是物质产品；图书商品具有特殊的社会使命和文化责任，对图书流通的行业管理提出了特殊要求；图书属于内容产品的一种，在流通过程中要受到特殊的版权保护；图书商品具有自成体系的标准化管理规范，为图书流通的现实操作提供了物质基础；图书经营过程中定价、印量、利润之间有特殊的经济关系，为图书流通提供了客观的经济依据。

三、商品流通一般及图书流通概念

该部分内容从一般意义上对商品流通的基本概念、构成要素、制度安排等进行了基本阐述，并对图书流通概念进行了分析和探讨。

商品流通是商品从生产者被转移到消费者之间的，商品所有权让渡及商品实体转移的整个买卖关系的构成和过程。商品流通主体作为商品的监护人，通过自主经营来组织商品的交换活动。商品流通客体作为商品流通的承载物，是商品流通的对象。商品流通客体的运行是商品流通主体之间各种经济利益关系的综合反映。不同的商品流通形式和经营方式构成不同的商品流通渠道和环节。市场是商品交换关系的总和，是商品流通的制度安排，具有相应的制度功能。市场自身具备相应的运行机制和基本的运行规则。

图书流通是以图书商品所有权等价交换、自愿让渡为基础的
市场交易活动的总称。图书流通概念应该在商品流通的基本概
念、基本原理基础上进行解释,其本质属于商品流通。

四、图书流通的主体与客体

该部分内容分别讨论分析了图书流通主体、客体的构成以及
相应的基本经济特征。

图书流通的市场主体是组织图书流通活动的能动因素,包括
图书商品的生产者、图书商品的经营者和专业的图书渠道商。图
书流通主体的基本经济特征包括:以追逐经济利益为主要目的,
能够自主进行市场化经营,具有相对的经济独立性,受市场制度
的约束等。

图书流通客体是反映图书流通主体之间各种交换关系、交换
过程的物质载体,其经济特征包括:(1)体现为图书商品的价值
实体形式;(2)体现主体之间的经济利益关系;(3)客体的运动
遵循经济学的基本规律;(4)客体的运动是图书商流和物流活动
的统一。图书流通客体的物理特性是图书物流操作过程中的基本
依据,包括抗张性、吸湿性、霉变性、耐热性、易燃性和固着性
等。

五、图书流通的制度安排及功能

该部分内容对图书流通的制度安排、运行机制进行了详细阐
述,并考察了图书流通的制度功能。

市场是图书流通的制度安排。图书市场的运行机制包括:准
入机制、动力机制、约束机制、协调机制和调控机制。根据图书
商品的特点和图书流通的特点,图书经营中存在着需求多变、开
发不易、市场运作复杂等一些特殊的困难。

图书流通的制度功能体现为五个主要方面:一是发现图书的
商品价值,二是实现图书的交换价值并创造价值增值,三是实现
供需平衡,解决产消分离的矛盾,四是引导资源配置,推动经济

发展，五是产生市场信息，沟通产销双方。

六、世界发达国家图书流通状况

该部分内容重点介绍并分析了日本、美国、英国、法国等发达国家图书流通的状况，总结了一些实用的经验。

国外发达图书流通业的先进经验对我国图书流通业的发展具有重要的借鉴意义。日本图书流通业在长期的发展过程中形成了以“日贩”和“东贩”为中心的中间商批发销售体制，并逐步发展了各种形式、各具特色的其他图书流通渠道。美国对出版经营单位的分类管理卓有成效，商业性出版单位的经营完全是市场化的，连锁书店、网上书店、图书俱乐部等各种形式的图书流通组织开书业之先河，政府与行业协会对图书流通业的共同管理积极而有效。英国的法律制度体系很完善，形成了以法律管理为主、行业管理为辅的典型行业管理模式，图书的区别定价、书店的重要地位、政府的积极支持、协会的有效协调，共同促进了英国图书流通业的繁荣发展。法国的图书流通组织一般与出版经营活动连在一起，大的出版机构都有自己的图书流通网络，自成体系，独立运营，一些较小的出版机构只有依靠社会化的专业渠道商从事图书流通活动，图书的销售网点很多，书店的经营各具特色，但分布不均衡，政府对图书流通业的支持作用明显。

对发达国家图书流通的考察、比较，可以得出几个基本的结论，即：流通市场主体身份明确，自主经营得到本质体现，定价销售制影响较广，书店的零售地位不可动摇，多种渠道形成综合网络，法律构成行业管理的基础，政府对业界给予支持，行业管理充分发挥作用，公平竞争受到保护等。

七、我国图书流通的现状与问题

该部分内容详细分析了我国目前图书流通主体、客体的状况，以及图书交易过程中的基本体制特征，并从几个基本的方面描述了存在的问题，剖析了相应的制度原因。

我国图书流通业的发展还处于成长阶段，还没有走上市场经济条件下的行业发展的正常轨道。从图书流通主体的市场准入、行业管理的行政限制，到买方市场条件下混乱的流通组织结构、无序的竞争格局，都表现出体制转轨时期的阶段性特征。尤其是对于图书流通主体的市场准入限制带有较浓厚的政治色彩，行业的管理太多地延续了计划经济体制下的行政管理思想。图书客体的买方市场特征明显，市场供需结构失衡造成较大的库存浪费。

主要的问题和原因体现为：（1）图书流通主体的模糊性导致其市场经营观念的缺失；（2）图书流通市场机制的不健全导致图书市场交易秩序的混乱；（3）图书物流水平总体不高与图书市场结构的不均衡并存。

八、基本思路与政策建议

该部分内容根据制度分析的结果、现状和原因的描述，以及国外先进经验的启发，提出了发展我国图书流通产业的目标构想，并针对产业发展过程中存在的问题提出了基本的制度化建议。

图书流通产业发展的基本目标是：（1）微观主体自主经营；（2）法律制度完备；（3）积极的行业管理；（4）有效的政府调控；（5）完善的信息机制。

针对现阶段我国图书流通业所出现的种种问题，从培育和加快我国图书流通产业发展的目的出发，结合商品流通的基本规律，本文提出我国图书流通业的产业化发展建议如下：

第一，按照专业分工的原则，将图书的出版和流通分开，各自将自己的领域做专、做深、做精、做透。

第二，继续进行体制创新，改变行业管理模式，建立公平、有序的竞争环境。

第三，规范行业准入，明确图书流通主体的市场定位，塑造规范化、多元化的流通主体。

第四，加强对图书流通秩序的监督和管理，建立有效的信用机制，反对不正当竞争，维护市场正常交易秩序

第五，完善竞争机制，用经济和法律的手段维护市场竞争秩序，引导图书流通产业健康发展。

第六，加强产业基础建设，不断完善图书流通产业的基础工作，为图书流通业的现代化和规模化奠定基础。

ABSTRACT

The subject of Books Circulation is the topic that I have been thinking since I engaged in publishing work several years ago. During my reading for doctor's degree, I paid close attention to the system of the circulation of commodities theory, which offers me certain, multidimensional reference coordinates for my blind thinking activities. So the thinking of the concept of Books Circulation can be included in the category of industry study, and be implemented for the innovation of the idea finally. The integrated concept of Books Circulation has been brought forward in this paper, and therefore, the industrial attribute and the institutional rule of Books Circulating Industry has been analyzed as well. Accordingly, the development policy and proposition on Books Circulating Industry of our country has been put forward. These ideas and views undoubtedly makes up of the innovation of this paper.

This book mainly includes several following respects:

1. Introduction Part

This part has put great emphases upon the academic and practical significance of Books Circulating Industry study.

For a long time, people are used to the concept of the News and Publishing Undertakings, used to the ideological attribute of the News and Publishing Undertakings; whereas the understanding for Books Circulating Industry concept has always been very limited, and the academic study has failed to keep up with the reformation practice.

The reason why we haven't got the formal concept of Books Circulating Industry ever so long roots in following four factors:

a. The vague concept of publishing leads to the submergence of its industrial attribute replaced by its ideology attribute, and thus restricts the specialization development of Books Circulating Industry.

b. The vague management idea of the industry leads to blurry attribute of the subjects in Books Circulating Industry, and thus restricts the market orientation of Books Circulating Industry.

c. The vague categorizing method for the industry leads to ambiguous industrial attribute of Books Circulating Industry, and thus restricts the ideaistic innovation.

d. The culture attribute of book publishing determines the special responsibility for the society and the nation's culture, and thus affects the academic study.

However, under the whole revolution background of the circulation, the transform became faster and faster, the task of circulation industry became harder and harder, the opening-up situation became more and more perplexing. As an important part of circulation industry, Books Circulating Industry inevitably suffered the impact of the transformation of circulation, and the ideaistic innovation of Books Circulating Industry became new times need. With the manufacturing technology endlessly going-ahead, the producing process of book tends to more specialization, more efficiency, and mass-produced. At the same time, the book consumption level improved constantly, and behaved diversification and individuation trend. Buyers' market situation of book came into being rapidly; traditional concept of book issuing could not fit the market situation that had been fundamentally changed. So, the significance of circulation grew high, the bottle-neck effect of Books Circulating Industry rose up clearly, and therefore made Books Circulating Industry face cold challenges.

Since China joining in WTO, the field of Books Circulating Industry

has grown more open, and the domestic Books Circulating Industry has been in the face of great pressure in whole market. Hence the Books Circulating Industry needs special management idea for itself, which can't be substituted by traditional book issuing concept.

Whereas the study of Books Circulating Industry has the character of knowledge intersecting, particularity-integrated, and practice-complex, we haven't got a whole system of study on Books Circulating Industry now, academic innovation has not come into being yet. At the same time, foreign countries with market economy has developed theory of circulation industry and plenty of practices, but no systematic Books Circulating Industry theory yet. Otherwise, our country is very different from foreign ones, which have little use for reference in theory; we have to study the Books Circulating Industry academically and independently to fill up the blank of the theory.

2. The Concept of Book and Its Commodity Attribute and Particularity

This part analyzed the origin and the definition of book, definitely pointed out the book concept studied in this paper, and paid attention to the academic foundation of Books Circulating Industry.

The book concept studied in this paper is: a paperbacked medium publication, which is published, pressed and bound according to certain standard into volume state with no less than 49 pages, and it is distinguished from inner data material, periodical, newspaper, and other medium publications such as electronic and internet reader.

Book belongs to a sort of commodities with common character of that. The common character of commodities owned by book makes the academic foundation of Books Circulating Industry. Book has its only usefulness that can satisfy people's mental consumption need. Man does not

manufacture book directly for his own sake, but for other people's need. Book's altruism determines book's sociality, which is the substance behaving of people's relation on society. Book's altruism comes true through the circulation, and book's sociality behaves within the circulation. The course of the book's manufacture coheres indistinguishably with the people's pure labor, which can be measured and compared, therefore gives Books Circulating Industry economic feasibility. Book as well as other commodities has its own lifecycle that offers the academic base on the periodical process of book's manufacture and distribution.

The particularity of book offers the academic sustentation for the special fulfillment of Books Circulating Industry. Because book satisfies mental consumption need that belongs to ideology and superstructure, the political sensitivity is very clear. The course of book manufacture is composed of mental content and physical production, so the book is not only mental product but also material product. Because of book's particularity, we have to manage the Books Circulating Industry in a special way. Book belongs to content product that should be protected with special copyright law in course of the circulation. Book has a style of its own standardization criterion that offers physical base for the operation of Books Circulating Industry. The particular economic relations among price, volume and profit in course of Books Circulating Industry makes the practical economic bases on Books Circulating Industry.

3. General Idea of Commodities Circulation and the Concept of Books Circulation This part generally expounded the basic conception, key element of the composition, and institutional arrangement of commodities circulation, and carried on analysis and discussion to the conception of Books Circulation.

Commodities circulation is the composition and course of the whole

buying and selling relation that occurred in commodities transfer from producers to consumers including commodities ownership and entity. Subjects of commodities circulation organize the exchange activity of commodities through its independent management as the guardian commodities. Objects of commodities circulation are the objective things in whole course of commodities circulation. The operation of objects of commodities circulation is the comprehensive reflection of different economic benefits relations between different subjects of commodities circulation. Different forms of commodities circulation and different types of operation form different commodities circulation channel and steps. Market is the whole relation of commodities exchange and the institutional arrangement of commodities circulation, which has corresponding institutional functions, corresponding operating mechanism and basic operation rule by itself.

Books Circulation is a general term for books marketing basically carried through voluntarily transfer with equal value exchange of the ownership. The concept of Books Circulation that essentially belongs to commodities circulation should be explained on the basis of the basic conception and basic principle of commodities circulation.

4. Subjects and Objects of Books Circulation

This part respectively discussed and analyzed the composition of Subjects and objects of Books Circulation and their basic economic character.

Subjects of Books Circulation are the active factor in the market that includes book manufacturer, book trader and special channel operator. The basic economic character of the subjects includes:

- a. Having direct purpose to chase economic benefits;
- b. Being powerful to operate actively in market;
- c. Being relatively independent on economic condition;