

Wu Wei

吴伟

Stephen Bourne

(英) 潘仕勋

著



书业十记

TEN CHAPTERS ON PUBLISHING
CROSS-CULTURAL AND BEYOND

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

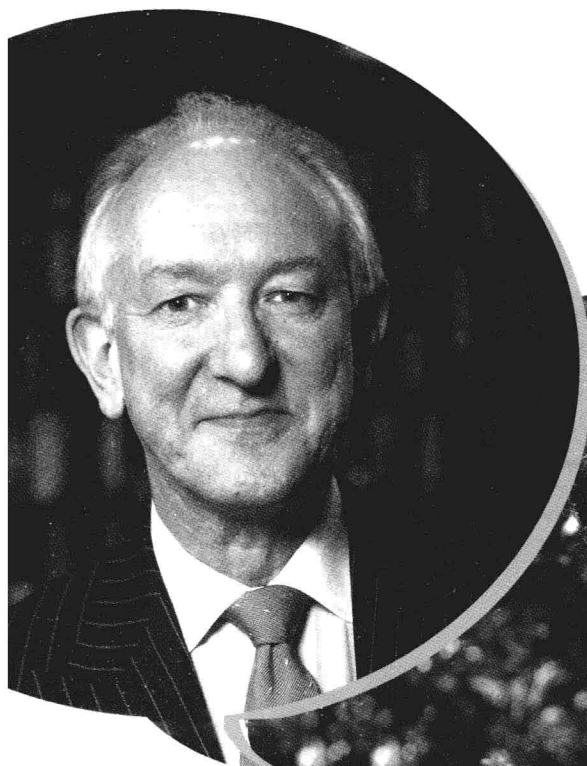
書業拾記

吴 伟 （英）潘仕勋 著



外 语 教 学 与 研 究 出 版 社

北 京



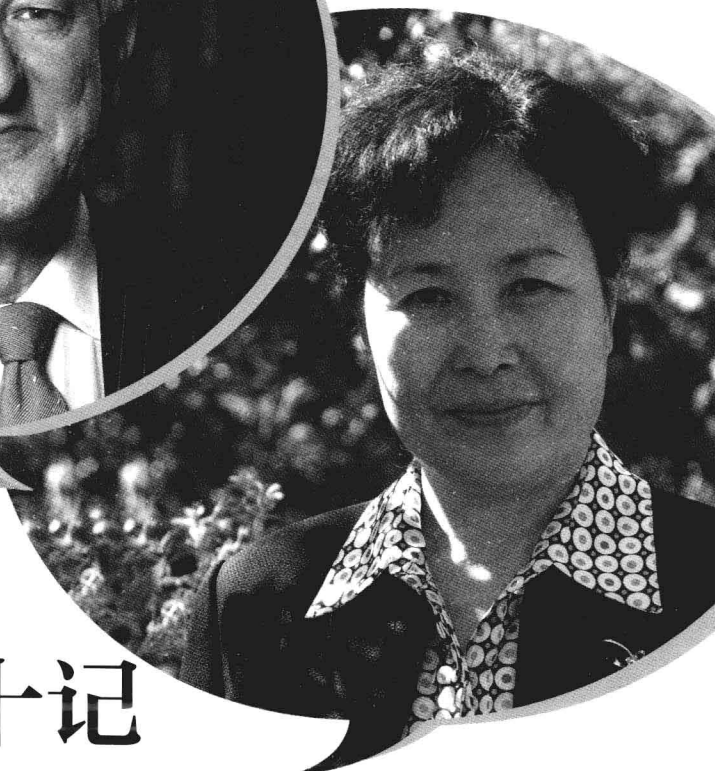
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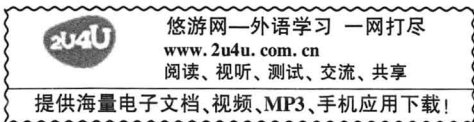
北京 BEIJING

图书在版编目(CIP)数据

书业十记 = Ten Chapters on Publishing: Cross-cultural and Beyond: 英文、中文/
吴伟, (英) 潘仕勋 (Bourne, S.) 著. — 北京: 外语教学与研究出版社, 2012. 8
ISBN 978-7-5135-2355-4

I. ①书… II. ①吴… ②潘… III. ①出版工作—中国—文集—英、汉
IV. ①G239.2-53

中国版本图书馆 CIP 数据核字 (2012) 第 183164 号



出 版 人: 蔡剑峰

策划编辑: 朱 璐

责任编辑: 李 佳 张昊媛

封面设计: 蔡 曼

版式设计: 孙莉明

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京顺诚彩色印刷有限公司

开 本: 880×1230 1/32

印 张: 9

版 次: 2012 年 8 月第 1 版 2012 年 8 月第 1 次印刷

书 号: ISBN 978-7-5135-2355-4

定 价: 35.00 元

* * *

购书咨询: (010)88819929 电子邮箱: club@fltrp.com

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物料号: 223550001

序言

赵启正

由中英两国的资深出版人合作的《书业十记》是一本难得的、奇特的书。多年来，关于文化的跨国对话已有多种图书出版，但是关于文化的主要载体——图书的对话却极为罕见。出版人重视跨国文化交流对广大读者来说是一大幸事，因为他们是制定出版计划的人，在计划之始就策划生产能够全球分享的作品，必对促进全球文化交流有事半功倍的效果。

本书的中方作者吴伟女士曾是我在国务院新闻办公室的长期同事，她曾经负责“中国图书对外推广计划”的设计和实施，鼓励国外出版机构翻译出版中国图书，这个庞大的计划推动了中国图书走向世界，效果显著。计算起来，吴女士从事出版业已超过20年，成功地主编过许多重要图书，她同时也是一位作者，现在是中国最大的图书进出口公司的副总经理。她对于图书文化的认识令我钦佩，她对图书出版的社会效益和经济效益处理得相得益彰。

剑桥大学出版社总裁潘仕勋先生的出版界阅历十分丰富，从事出版业也有25年之久，加之他又会多国语言，可谓是一个出版界的国际主义者。他从1986年就在香港接触中国业务，近年来在推动中国图书走向世界方面态度积极，在中国出版界非常知名，特别是他设计和推动的“剑桥中国文库”项目，使中国出版机构争相呼应。

因此，这样的两位作者之合作，可谓旗鼓相当，珠联璧合。

他们所论的十个题目，是分别独立完成后才合璧的。纵观全书，发现两人竟有相当多的观点是相同的，中西方作者能够殊途同归，是他们深刻理解了人类的共同价值。其中又有许多观点有相当的差异，但并非正面冲突，而是互为补充，更为重要的是，他们的共同志向是加强图书的跨国传播，首先着重的是中文与英文图书。

由于中英文化的巨大差异，中英互译最先遇到的困难不仅是跨语言的，更是跨文化的。唐宁街的研究部门曾经对我说，中国在变化中，经常会有中国特色十分明显的“国家修辞”，它们是由权威翻译部门给出的，但是英国人理解起来十分困难，他们希望中英有关部门能够联合成立一个小组，随时对中国的“国家修辞”给予进一步的英文说明，以便帮助外国人理解中国。

至于出版社的文学作品的翻译也同样存在着跨文化的误解。两位作者对此都有同样的感觉。解决文学翻译的跨文化困难并不容易，非得有更广泛的联合体，长期做下去才能有大的进步。2011年《金融时报》曾经登过一幅龙鹰之争漫画，表达美国和中国对主导全球的竞争，当然中国人从来没有主导全球的能力，更没有这样的野心。可是这幅画画的是dragon而不是“中国的龙”，dragon在

西方是凶恶的能喷火的怪物，而“中国的龙”loong（按照拼音应该是long，但不巧这正好是英文的一个单词，为了区别，只得拼为loong），曾经是皇权的象征，后来是主导风调雨顺的天神，以龙（loong）为形的划船比赛、舞蹈和彩灯都是民间的娱乐节目，但是以dragon代替loong，就使西方人不明白，为什么中国人以凶恶的dragon为图腾，并说自己是dragon的传人。恐怕这要怪字典把dragon和loong错误地对应了。这类跨文化的困难在中西文化交流中会经常遇到，只有通过中英两国出版人和出版机构的充分合作才能得以克服。

《书业十记》的读者群不止是中西的出版界（在中国有500多家出版社，15万从业人员），而且应当包括对中西比较文化有兴趣的高级读者，我确信，这将是一本成功的书。

赵启正 中国政治协商会议外事委员会主任
 中国国务院新闻办公室原主任

Preface

Zhao Qizheng

Ten Chapters on Publishing: Cross-cultural and Beyond is a very rare and remarkable book co-authored by senior publishers from China and the United Kingdom. For years, we've seen huge volumes of publications promoting various cross-cultural dialogues, but few of them are devoted to the topic of the most important media of cultural expression: books. That publishers attach great importance to cultural exchange is a bliss for readers across the national borders; as people who are deciding on the catalogue for their institutions, their shared global vision would surely promote the cultural communications across the world.

Ms. Wu Wei, the Chinese author of this book, had been my colleague in the State Council Information Office of the People's Republic of China for many years. She has been responsible for the designing and implementation of the "China Book International" project, which is geared to promote foreign publishers to translate and publish China-related books by subsidizing their translation, and has effectively promoted China-related books in the world book

market. Ms. Wu has been engaged in the publishing industry for over 20 years, has been chief editor and author for many books, and now she is the vice-president of China's largest book import and export company. Personally I admire her vast knowledge of the global publishing culture as well as her in-depth understanding of the international publishing industry and exceptional leadership skills in managing such a big business corporation.

Mr. Stephen Bourne, as the president of the Cambridge University Press, is a senior publisher with 25 years' experience. And his mastery of several foreign languages indeed makes him an internationalist in the publishing industry. Mr. Bourne began his China-related business in Hong Kong as early as 1986, and in recent years, he has been quite active in promoting China-related books in the Western world, which makes him quite widely known and very popular in China's publishing circle. In particular, for most Chinese publishing institutions, it is a great honour for their books to be included in the "Cambridge China Library," designed and actively supported by Mr. Bourne.

We have every reason to believe that both authors would find a perfect match in co-writing a book on publishing and other related topics.

This book is a collection of articles independently written by each author, that is, they did not discuss the topics before writing on them. But reading the book now, we find that both authors share so many similar opinions, and I believe the reason is that they both have a deep understanding of the universal values of human beings. There are certainly

quite significant disagreements between them, while these are not hostile conflicts, but only ideas coming from different perspectives. More importantly, both authors share the same goal to promote international exchange of books and publications, particularly books in Chinese and English languages.

Due to the remarkable difference between the cultures of China and the United Kingdom, the foremost difficulty in translation, as always, does not lie in converting languages, but in bridging the daunting cultural gap between the countries. Some research member working in the Downing Street once told me that as China is undergoing dramatic changes nowadays, sometimes they will come across “national rhetorics” with a distinctive characteristic of China’s approach to world affairs. They are translated by authoritative Chinese institutions, but are still hard to understand for English speakers. The research member mentioned his hope that relevant departments from both countries may organise a special working group to further explain China’s “national rhetorics” in English in a way that is understandable for people in the UK.

Cultural misunderstanding is also a challenge met in the translation of published literary works, which is a major concern for both authors of this book. It is by no means an easy task to solve the cross-cultural challenge in the translation of literary works, and progress could only be achieved through long-term efforts of parties from both sides. Let me take an example to illustrate this. In 2011, a cartoon appeared in an issue of the *Financial Times*, entitled

“The Dragon vs. The Eagle,” claiming that China is competing for the world leadership with the United States. Actually China has neither the power nor the ambition to become the world leader, but the cartoon presents a *dragon* instead of a Chinese *loong* as the symbol of China, causing much misunderstanding towards China among readers. In the Western culture, the dragon is a hellish monster throwing flames from its mouth, whereas the Chinese *loong* (in Chinese *pinyin* it shall be spelled as “*long*,” but it is spelled as “*loong*” to be distinguished from the English word “long”) was once the symbol of imperial power, and was later regarded as a god governing the good weather, and *loong* boat racing, *loong* dances and *loong* lantern hanging are all traditional Chinese folk activities to worship the god and pray for good harvests. Translating “*loong*” into “dragon” would surely confuse Western people: why do Chinese people pay respect to such a devilish monster and proudly claim themselves as its descendants? Maybe we should blame the Chinese-English dictionaries for this mismatch, but I believe such misinterpretations and misunderstandings must frequently occur in cross-cultural exchanges, and I think this is a challenge that can only be overcome through joint efforts by publishers and publishing institutions from both China and the UK.

The readers of *Ten Chapters on Publishing: Cross-cultural and Beyond* are not only people from the publishing circle of both countries (in China there are over 500 publishing institutions, and over 150,000 people employed in the whole industry), but also include other highly educated readers

who are interested in comparative culture in general. I am sure this book will be a resounding success.

Mr. Zhao Qizheng is currently Director of the Foreign Affairs Committee of the Chinese People's Political Consultative Conference. He was the former Director of the State Council Information Office.

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开场白

吴伟

我心心念念的是通过图书这个载体向世界说明中国，时时想的是，出什么样的书才能把中国说清楚，怎么个写法才能让外国人看得懂，通过什么方式才能把中国的书送到外国读者的手中，使他们通过读书了解中国、中国人以及中国文化，进而喜欢中国、热爱中国。

2009年，《出版广角》为“中国图书对外推广计划”专门出版了一期中英文专刊，在法兰克福书展之前推出并在书展上使用，效果很好。在宣传“推广计划”的同时，也让外国出版界知道了中国除“China Book International”之外还有一本好看的杂志，从而实现了对自己的一个“推广”。这就是双赢，双赢中体现了《出版广角》的智慧。

在做这本专刊时，负责人朱璐又有了许多的思索，生出许多问题，一口气给我发来一长串的问题，让我招架不住，遂答应写个专栏慢慢回答。一诺千金啊，想反悔都难。

原本我自认为是个极用功的人，只要不出差，每早7:30之前一定在办公室，或读书，或处理邮件，或写些应急的文字。通常8:30之前的时间属于我自己。我可以任由自己或读或写，很是享受。