

Amazon China released Chinese Bestseller List of the first half of 2016, among which the foreign copyrights purchased books account for 63%

Amazon China recently released Top 100 Chinese Bestseller List, which is based on their statistical data of the book's sales in Chinese market in the first half of 2016. Notably, there are 63 titles on the Bestseller List are foreign copyrights purchased books. While books by Chinese native writers only account for 37%.

Emotional healing novels and self-help proses, such as *The Storied Life of A. J. Fikry* by American writer Gabrielle Zevin, *Ferryman* by UK writer Claire McFall and *Tendre La Force* by Taiwan writer Lin Qingxuan, are very popular with Chinese readers and occupy the top of Chinese various bestseller lists all the year round. Remarkably, *The Storied Life of A. J. Fikry* was sold a million copies in 7 months in China, becoming the fastest-selling foreign novel here in Chinese history.

In addition to fiction books, 22 children's books make the list and account for a large proportion. Actually, Chinese children's book publishing has become the fastest-growing and the most promising field in market segments of book industry. There are 580 state-owned publishing houses in China, among which 530 have got involved in children's book publishing market. In particular, there are 19 foreign copyrights purchased books among the 22 children's books on the list, which shows that foreign books are playing a more important role in Chinese children's book market.

Business book is another star genre on the bestseller list, and many foreign books are on the list. Besides those masterpieces welcomed by Chinese (such as *Zero to One: Notes on Startups, or How to Build the Future* by Peter Thiel and *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers* by Ben Horowitz), some other titles on early-stage startup, enterprise transformation and internal process of international famous enterprises, such as *How Google Works* by Eric Schmidt, becomes the new focuses in Chinese business book market.

In addition, *The Crowd, Winning from Within* and many other foreign psychology books also enjoy great popularity. Shi Jianjun, vice president of Amazon China, said *The Willpower Instinct* by Kelly McGonigal had been among the top 10 of Amazon China's annual list for four successive years.

The best-selling books always receive much more attention from the readers and publishers, also largely reflect the trend of book market. We note that the foreign books occupy an extremely important share in Chinese current bestseller market and are becoming increasingly valued in Chinese book market. For foreign publishers, Chinese book market is also becoming increasingly important and cannot be ignored.

The international large publishing groups, including Hachette and Macmillan, enter into China and set up the offices here or start their new business here with Chinese publishers in various ways. But limited by Chinese publishing policies, such cooperation is still not intensive or comprehensive enough.

While to the small and medium-sized publishing companies from the foreign countries, copyright business is a more convenient and viable access to Chinese market.