

Contents

Acknowledgements	VII
From the General Editors	IX
Vorwort der Herausgeber	X
DARIA BERG AND GIORGIO STRAFELLA	
Transforming Book Culture in China, 1600–2016: Introduction	1
I. BOOKS, BESTSELLERS AND BIBLIOPHILES IN EARLY MODERN CHINA, 1600–1700	
1. CATHLEEN PAETHE AND DAGMAR SCHÄFER	
Books for Sustenance and Life: Bibliophile Practices and Skills in the Late Ming and Qi Chenghan’s Library Dansheng tang.	19
2. ROBERT E. HEGEL	
The Chinese Novel Comes of Age, <i>circa</i> 1620.	49
II. PRINT CULTURE AT THE THRESHOLD OF MODERNITY IN LATE IMPERIAL AND REPUBLICAN CHINA, 1860–1949	
3. GREGORY ADAM SCOTT	
Absolutely Not a Business: Chinese Buddhist Scriptural Presses and Distributors, 1860s–1930s	67
4. YUN ZHU	
<i>Women in All Lands</i> and the Hierarchies of ‘Global’ Knowledge in Chinese Print Culture at the Turn of the Twentieth Century.	83
III. BOOK CULTURE IN MAO’S CHINA, 1949–1976	
5. LENA HENNINGSEN	
Crime, Love, and Science: Continuity and Change in Hand-copied Entertainment Fiction (<i>Shouchaoben</i>) from the Cultural Revolution	101

IV. BESTSELLERS AND A NEW GENERATION OF WRITERS IN POST-SOCIALIST CHINA, 1997–2016

6. DARIA BERG AND RUI KUNZE
A View of China's Literary Landscape: Interview with Sheng Yun,
Woman Editor of the *Shanghai Review of Books* 123
7. WINNIE L M YEE
The Formation of Reading Communities: An Analysis of Bestsellers
in Post-Socialist China 131
8. HUI FAYE XIAO
From New Concept to Youth Economy: The Rise and Crisis
of the Me Generation 147
9. DARIA BERG AND RUI KUNZE
Sex and the Glocalising City: Women Writers as Transcultural Travellers
in Postsocialist Chinese Literature, 1997–2016 173

V. INTERNET LITERATURE AND THE EBOOK INDUSTRY IN TWENTY-FIRST CENTURY CHINA

10. DARIA BERG
'People Must Search within China's Contradictions to Discover What Really
Matters': An Interview with Bestselling Author Anni Baobei 203
11. MICHEL HOCKX
Postsocialist Publishing: Internet Literature in the PRC 211
12. SHIH-CHEN CHAO
Production of Consumption, Consumption of Production: Readers
Empowered, Authors Enabled and Digital Prosumption Facilitated in
the Landscape of Popular Literature in China 225
13. XIANG REN
Disruptive Innovation in the Chinese Ebook Industry 249
14. GIORGIO STRAFELLA AND DARIA BERG
Blogging and Intellectual Life in Twenty-First Century China 265
- List of Figures 287
- Contributors 289