



# 外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

2014.10.31

An academic and educational publisher

**有智者事竟成**

**——响应时代智慧的召唤**

As students you are being handed  
an unbelievable gift, namely, the  
jewels of 4,000 years of wisdom.

—Leonard Kleinrock

Oct. 31, 2014

Where There Is  
Wisdom There Is a  
Way

**The Wisdom  
of the Net  
is reshaping  
human life.**

**The**

**Call**

The  
**Call**  
by  
**Wisdom**  
of  
**the Age**





**FLTRP**

**has made its era  
and  
will make its new  
future**

**FLTRP**  
**a leading**  
**publisher**  
**in China**

# Readers of All Ages

# **FLTRP**

**30+ languages:**

**Chinese**

**English**

**French**

**German**

**Japanese**

**Russian**

**...**

# FLTRP

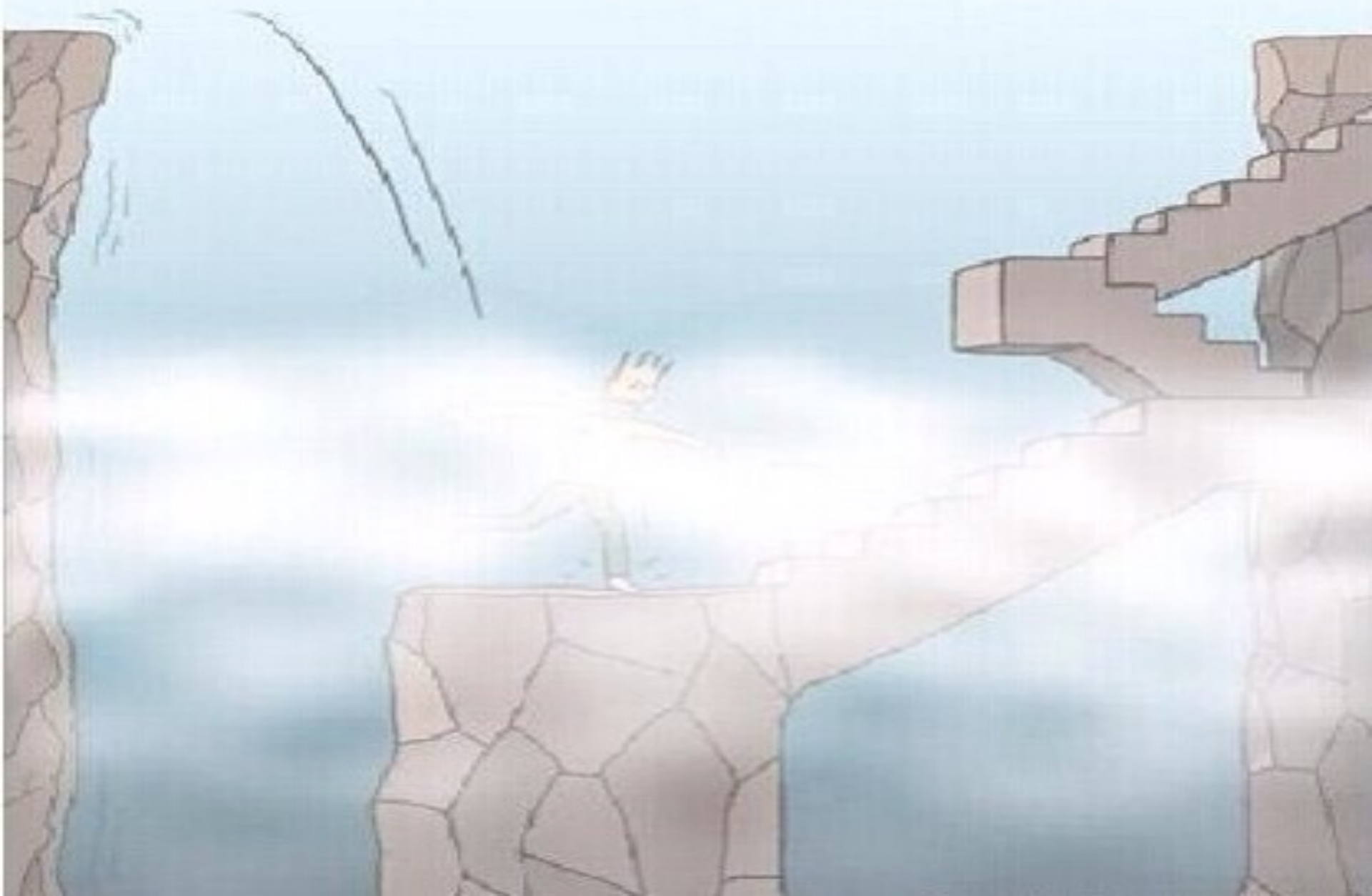
3,000,000,000

200,000,000

100,000,000

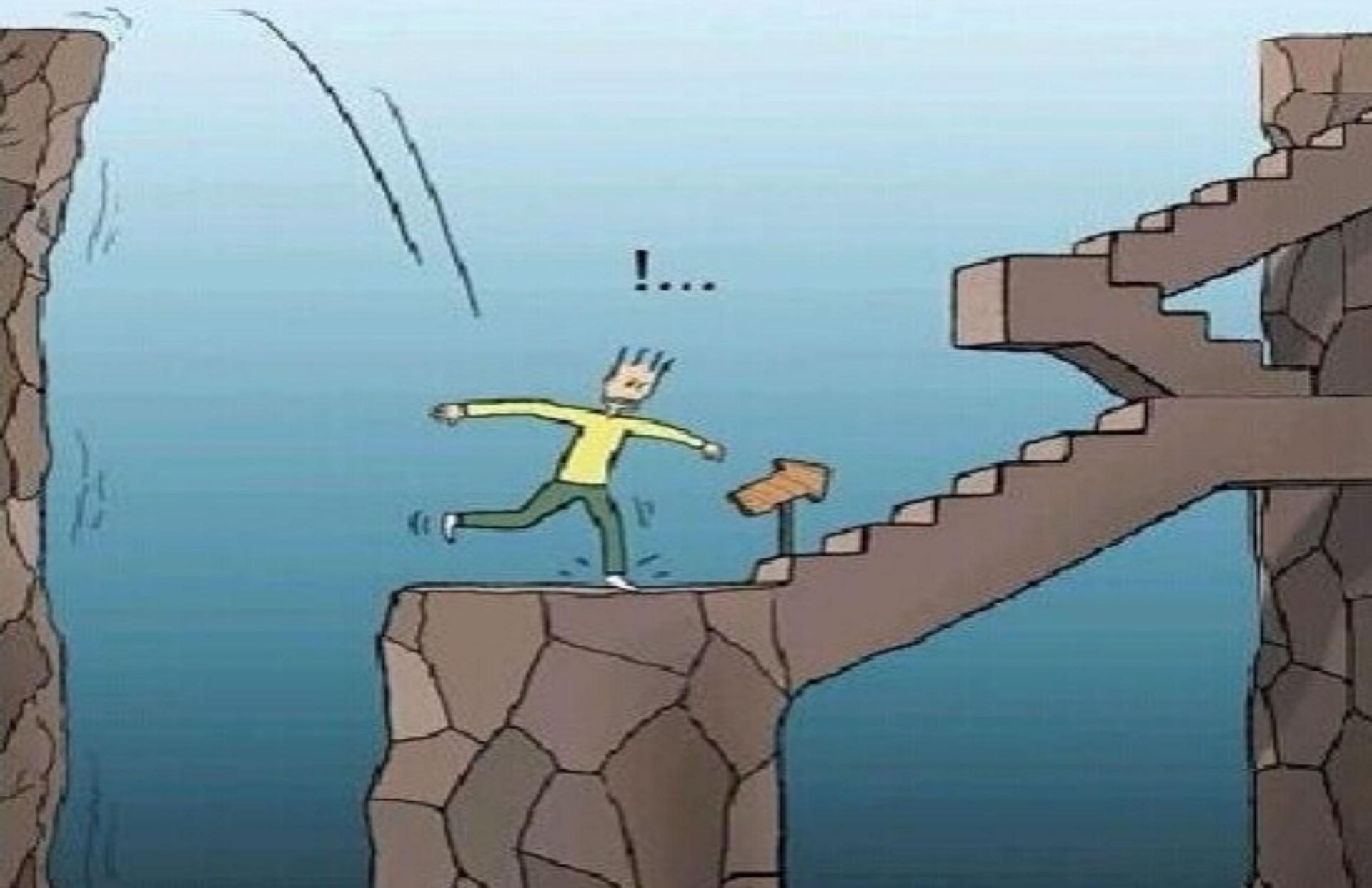












*“You must **be***  
*the change you wish to*  
*see in the world.”*

**—Gandhi**

**FLTRP**

**Change and Creativity  
Is Our Religion**

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unipus

unipus

Baidu 百度

灯火阑珊处...

Google™

Googol:  $10^{100}$

淘宝网

淘！我喜欢...

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?

University

Universal Campus

United

Unique

在无限的时间与空间里  
凝聚一切智慧  
开辟智慧的天地  
启迪智慧的人生  
实现智慧的共赢



**The UNIPUS** 智慧天地

**The New “U”** 智慧人生

**The UNICOMM** 智慧共赢

**“Interneting is  
not only to crash,  
but also to rebuild.”**

**Blended Publishing**

**Blended Learning**

**Online and Offline**

**Big Data**

**Telescope**

**Periscope**

**Microscope**

**Kaleidoscope**

# unipus



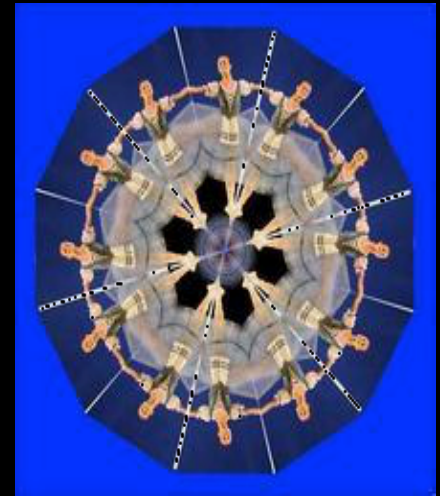
Insight



Vision



Depth



Variety

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智慧天地

**The UNIPUS** 智慧天地

**The New “U”** 智慧人生

**The UNICOMM** 智慧共赢

# The New “U”

**TEACHERS**

**to share & shape**

**STUDENTS**

**to show & shine**



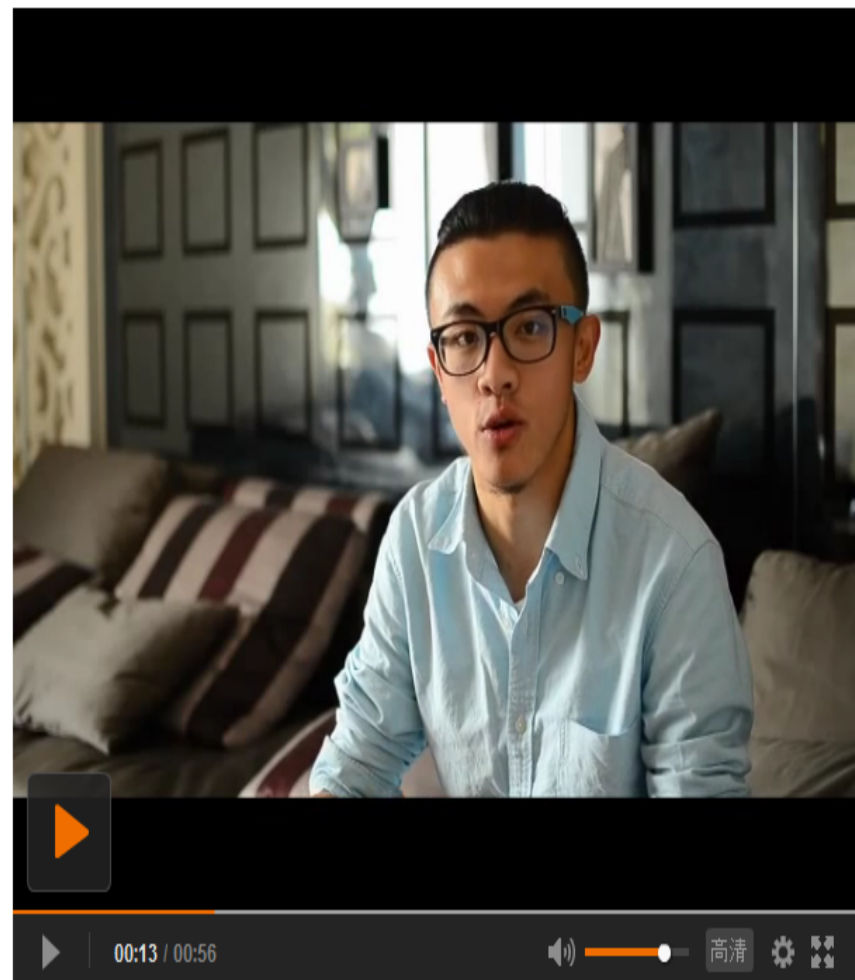
# 江苏科技大学 王舒婷

65% 0K/s  
0K/s



65% ↑ 0K/s  
↓ 0K/s

# 西安理工大学 张子贺



00:13 / 00:56

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# The New “U”

## TEACHERS

to research productively

to grow professionally

to share globally

to reshape comprehensively

to ...

# The New “U”

**MOOCs**

**Mini-lectures**

**Live Classes**

**Flipped Classes**

# The New “U”

## STUDENTS

**Everywhere-learning**

**Anytime-learning**

**Experiencing-learning**

**Economy-learning**

**Enjoy-learning**

**Enthusiastic-learning**

**Exciting-learning**

**Effective-learning**

**Efficient-learning**

...

# The New “U”

## STUDENTS

80,000,000

20,000

100,000

# The New “U”

**TEACHERS and STUDENTS**

**to share & shape**

**to show & shine**

# The New “U”

A digital “U”

A smart “U”

A lovely “U”

A creative “U”

An insightful “U”

A promising “U”

A New “U”



A bald eagle is shown in flight against a clear blue sky. The eagle's wings are spread wide, and its head is turned to the left. The eagle's feathers are dark brown on the wings and back, and white on the head and neck. The eagle's beak is yellow.

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智慧人生

**The UNIPUS** 智慧天地

**The New “U”** 智慧人生

**The UNICOMM** 智慧共赢

# United-Community

# UniComm

“Prosumer”

“Cognitive Surplus”

这一非凡的引擎！激励着每一个人的才华，启迪着每一点智慧，表达着每一个心愿！在这个现实而又虚拟的教与学的空间里自由绽放着思想与智慧的火花，每一个人手掌上运行的网络空间比以往任何时候的舞台都宽阔千百倍。新的学生，新的教师，新的教学将随之而来。

**Bring  
Classes to the  
World,  
and the  
World to the  
Classes.**

**UniComm**

**Co-build**

**Co-own**

**Win-win**

面向教育  
面向未来  
面向世界



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智慧共赢

**Campus increasingly hosts services that support creativity and production.**

**Campus is shifting from students as learners to students as creators.**

**The learning environment transforms into more a dynamic and more social space where students can participate in critiques or work through problems in teams.**

**Creativity**  
**Connectivity**  
**Opportunity**  
**Productivity**  
**Communicativity**

**The UNIPUS**

智慧天地

**The New “U”**

智慧人生

**The UNICOMM**

智慧共赢

**To Liberate  
Education  
Is  
To Liberate  
the Minds**

**Wisdom  
For  
Common  
Good**

Where There Is  
Unipus There Is a  
Way

Thank

“U”



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