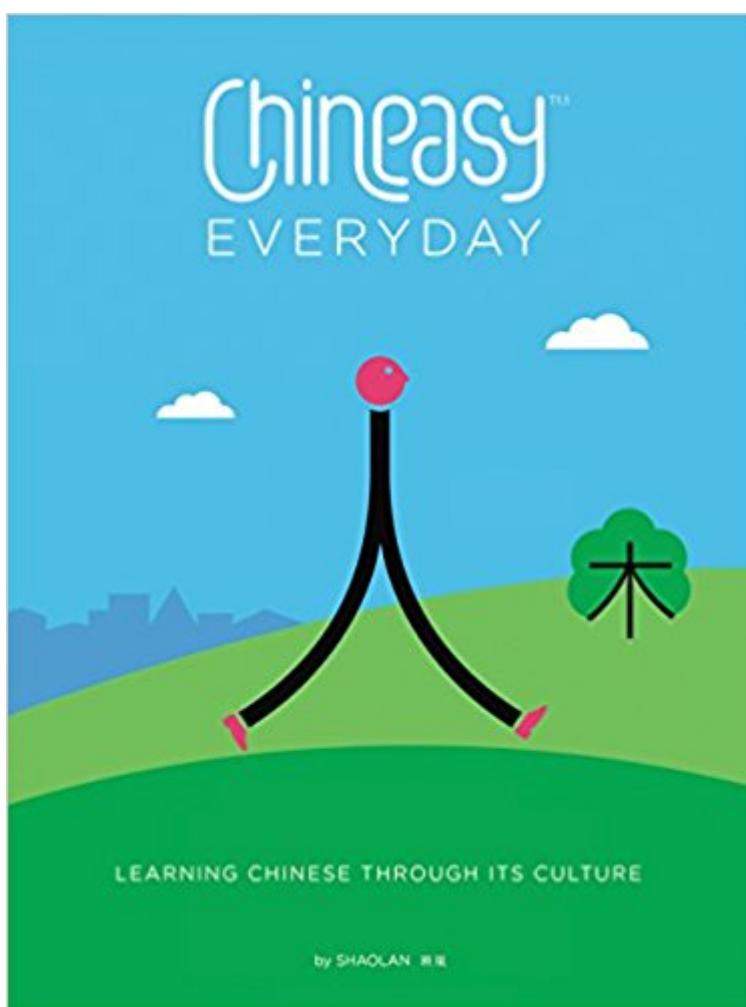


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# Chineasy Everyday: Learning Chinese Through Its Culture



## Synopsis

A unique and highly entertaining introduction to the richness of Chinese language, culture, and civilization, built on the groundbreaking and hugely popular Chineasy visual learning method. To educate the world about the richness and character of China's people, customs, and heritage, entrepreneur ShaoLan Hsueh created Chineasy, a special building-block learning method that uses highly recognizable and appealing illustrations. She introduced her revolutionary teaching methodology and graphic language in her bestseller, Chineasy. In this standalone guide, she expands her scope to include all facets of Chinese life and culture, including Numbers, Time & Dates, The Solar System & the Five Elements, People, Nature, Animals, How to Describe Things, Health & Well-being, Travel, City & Country, Shopping, Food & Drink, and Internet & Technology. She begins all twelve sections with an overview of key Chineasy characters, then presents the specific symbols relevant to each—providing insight into how Chinese thinking has shaped its language and civilization in a way that anyone can understand and appreciate. Whether you are a student learning Mandarin, an executive pursuing business ties to Chinese companies, or a curious tourist traveling to China, this single-volume encyclopedia will stimulate the mind, enchant the culturally minded and inspire everyone who seeks new experiences and a wider understanding of our world.

## Book Information

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## Customer Reviews

The New Way to Read Chinese ShaoLan Hsueh, a Taiwanese entrepreneur based in London, couldn't find an effective way to teach her children Chinese, so she developed a

groundbreaking visual method to make reading characters fun and easy. By learning the most commonly occurring characters—the building blocks of the entire language—readers of all ages can swiftly grasp basic concepts and words. *Chineasy Everyday* teaches more than four hundred of the most useful Chinese characters, phrases, and sentences. Organized into eleven themes that reflect daily life, this book brings the stories and myths behind the characters to life, providing a unique perspective into Chinese history and culture.

“These cute images make reading Chinese characters,” says NPR’s “Code Switch” blog. “In her delightful book...Hsueh offers an inspired approach to learning more than four hundred Chinese characters.”

—San Francisco Chronicle blog

Born in Taipei, ShaoLan is an entrepreneur, traveler, and writer. She has written best-selling books on software, and her first internet venture became a major player in the Greater China area in the late 1990s. After moving to London to pursue studies at the University of Cambridge, in 2005 she founded Caravel Capital, which invests in young technology companies. ShaoLan is a member of the boards of the Saïd Business School of Oxford University, the Victoria and Albert Museum, Asia House, and the New School Network (an organization backed by the British Government promoting educational reform). She is also the author of *Chineasy*.

I have been struggling trying to learn and right Chinese. I've bought numerous books and have tried learning in various creative ways. However, nothing compares to how fun and easy it is to learn Chinese with this book! The pictures and instructions makes learning Chinese enjoyable! Highly recommended!

It is very good and entertaining. I'm surprised that there was no chapter on colors. I still think it is a really good book for an introduction to learning how to read Chinese.

Great for beginners, like me.

Great easy intro to Chinese. Makes it fun to kids and adults.

Great product to help me brush up on my Chinese! I'm a student and this is so helpful!

Just received and started reading this to prepare to teach my children, and am disappointed to discover a sloppy mistake early on page 11. "Tree" instead of "mountain" on a basic elemtantal explantation would be very confusing for new learners. Sigh.

This is a fun and useful book.

Excellent!

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