



Chineasy Everyday: Learning Chinese Through Its Culture

By ShaoLan

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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.

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Editorial Review

From the Back Cover

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 ‘Chineasy.’”—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

About the Author

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*.

Users Review

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