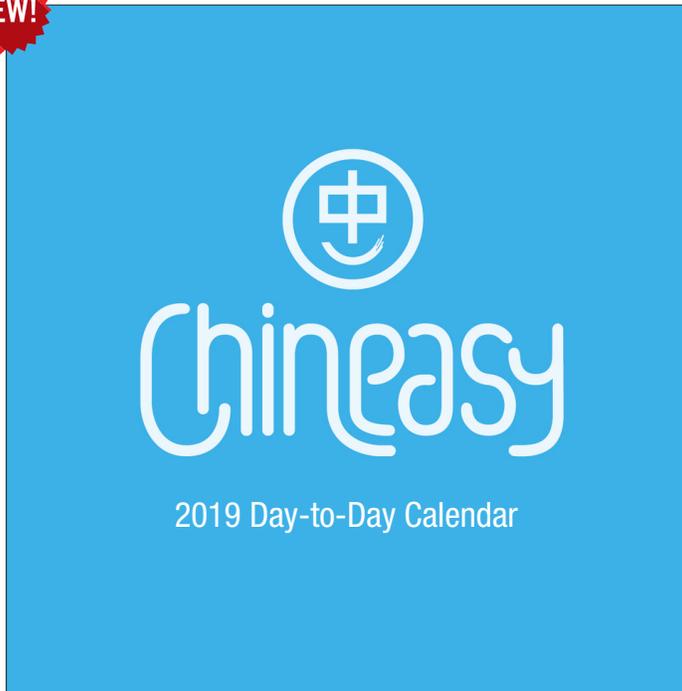


# Chineasy®

## 2019 Day-to-Day Calendar

NEW!



### ABOUT THE CALENDAR

Based on the best-selling books, this calendar provides 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.

Learn to read and write Chinese with Chineasy - a groundbreaking approach that transforms key Chinese characters into pictograms for easy recall and comprehension.

Chinese is one of the oldest written languages, and one of the most difficult to master, especially for Westerners. With Chineasy, learning and reading Chinese has never been simpler or more fun. Breaking down the Great Wall of Language, ShaoLan Hsueh draws on her entrepreneurial and cultural background to create a simple system for quickly understanding the basic building blocks of written Chinese.

In Chineasy, she teaches the key characters, called radicals, that are the language's foundation, and then shows how they can be combined to form new words and even phrases.

By the end of the year, you'll surely be able to navigate a Chinese menu, read signs and billboards, and grasp the meaning of most articles in a Chinese newspaper.

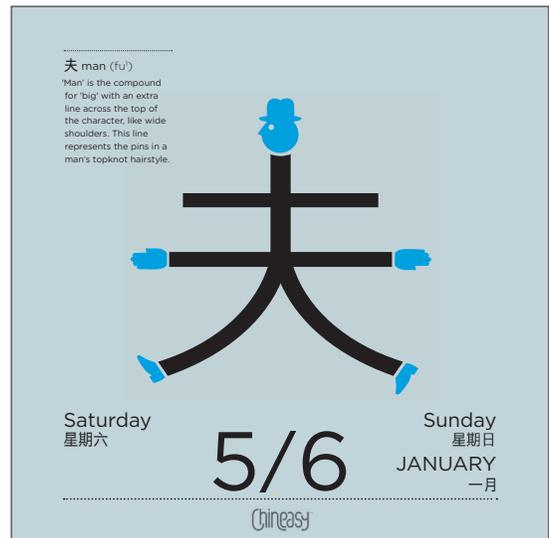
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### KEY SELLING POINTS

- Chineasy publications have been translated into 19 languages and sold in over 30 countries.
- Chineasy raised £197,626 from 5,475 backers and was later chosen by Fast Company as 'World's Top 10 most Innovative Companies backed by Kickstarter.'
- In July 2016, Chineasy launched on Tincards by Duolingo.
- *Talk Chineasy*, a 7-minute daily podcast that teaches useful Chinese phrases and cultural insights launched in January 2017.

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