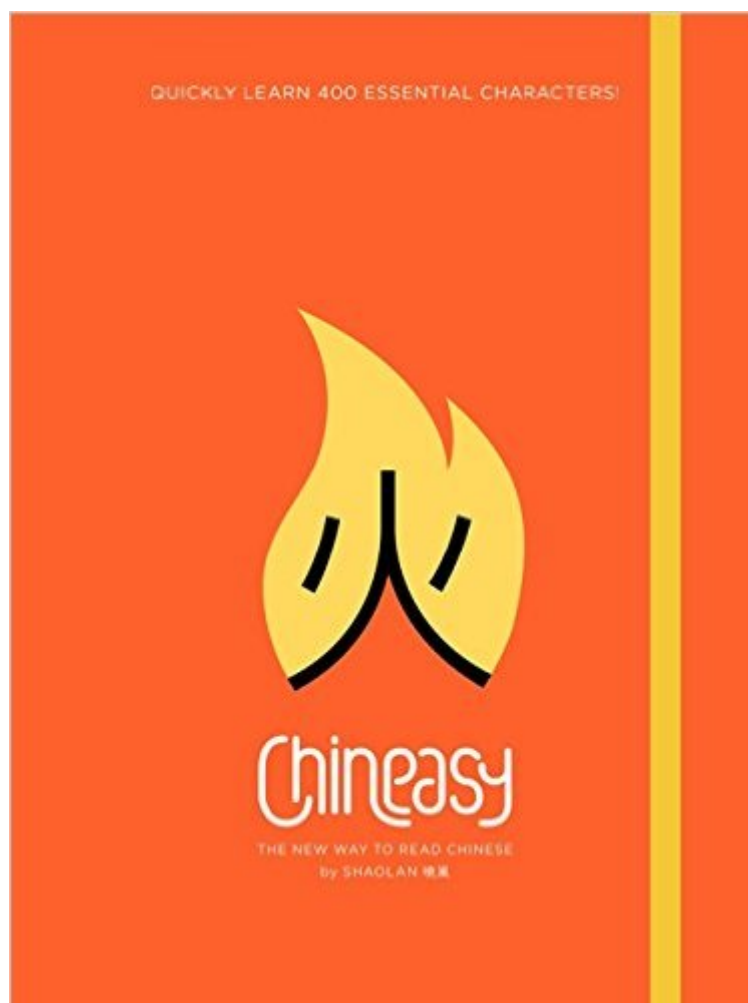


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# Chineasy: The New Way To Read Chinese



## Synopsis

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, iShaoLan Hsueh draws on her entrepreneurial and cultural background to create a simple system for quickly understanding the basic building blocks of written Chinese. Working with renowned illustrator Noma Bar, she transforms Chinese characters into charming pictograms that are easy to remember. 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. Once you've mastered these key characters, you can practice your skills with three stories—a fairy tale, an Asian legend, and a contemporary fable—told using the radicals. With Chineasy, readers of all ages will be able to navigate a Chinese menu, read signs and billboards, and grasp the meaning of most articles in a Chinese newspaper.

## Book Information

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Average Customer Review: 4.2 out of 5 stars — See all reviews (164 customer reviews)

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## Customer Reviews

I've seen the author's Ted Talk and followed the crowd funding for this book. I really wanted to like it. However, the Kindle version of the book is designed for art, not for functionality (reading). It is virtually impossible to read on a tablet because of the small print (and inability to increase the size), the colors used (example, dark orchid background for small black font), and the navigation. Tried to

read it in the alternative on my computer. No dice. I've purchased several hundred Kindle books in the past couple of years. This is the first one for which I've requested a refund. If they fix the electronic version, I'll also remove this Kindle review upon request. In short, avoid the Kindle version like the plague. The print edition should be fine (knock on wood). If I get the print edition, I'll update this review to address the content.\*\*\*\*\*  
March 20, 2014 Update. I purchased the print edition and have taken the time to go through it before writing this update. The substance of the book is good. However, the design gets in the way of using it for its intended purpose - learning Chinese characters. It's clear after seeing both the Kindle and print editions that the Kindle edition consists of imaged pages from the print edition rather than doing formatting for the Kindle. For that, the person in charge of layout for the Kindle should be sent to the woodshed with a dunce cap. Unfortunately, the printed pages suffer from some of the same issues that afflict the Kindle. Specifically, the many pages with dark-colored backgrounds with small black font are difficult to read.

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