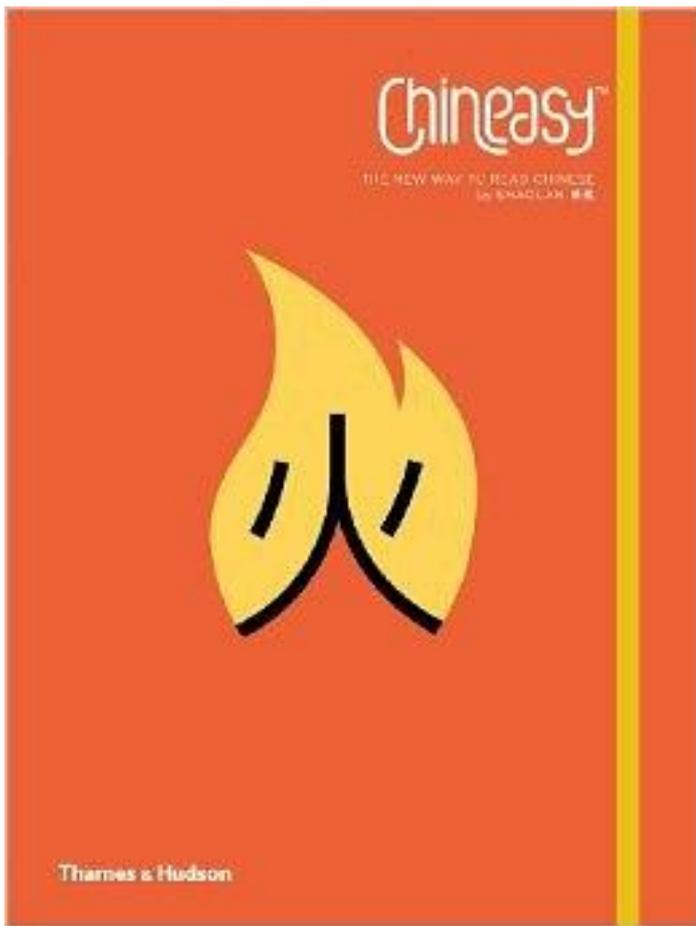


Chineasy



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著者:ShaoLan

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Learning Chinese is notoriously difficult and has long put off the most linguistically savvy Westerners ...until now. Breaking down the Great Wall of language, ShaoLan Hsueh has unpicked Chinese characters and created a simple system for quickly

understanding the basic building blocks of the written language. Working with renowned illustrator Noma Bar, she has developed a unique set of illustrations that are engaging and delightful, and offer a glimpse into the wonder of the Chinese language and culture. The book's main section introduces the radicals and the key characters on which the language is built and reveals how they can be combined to form a wealth of more complex words and phrases. In fewer than 200 pages, readers of all ages will have made the first steps towards a genuine appreciation of Chinese, loving every new character they learn.

作者介绍:

After taking a sabbatical from being a venture capital investor in London, ShaoLan is now focused on a social project, Chineasy. ShaoLan's ultimate aim is to bring down the great wall of Chinese language and allow Eastern and Western cultures to communicate freely.

Born in Taipei and now living in London, ShaoLan is an entrepreneur, geek, writer, traveller and dreamer. She has had several dramatic career changes in the past and, while studying for an MBA, wrote four best-selling books on software, awarded "book of the year" in Taiwan. In her second semester she co-founded her first venture, pAsia Inc. Under ShaoLan's leadership, pAsia became a major player in the Internet sector in the Greater China area in the late 1990's. After moving to London, she began investing in and advising young technology companies through Caravel Capital, which she founded in 2005 whilst studying at the University of Cambridge. She has also been a director of five UK-based technology companies.

ShaoLan is a member of several management and advisory boards for nonprofit organisations in the UK, including the Saïd Business School of Oxford University, The Victoria and Albert Museum, Asia House, and the New School Network, an organisation backed by the British Government promoting educational reform.

<http://chineasy.org>

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标签

中文

语言

设计

绘本

国际汉语教学

汉字象形记忆

汉字

文化

评论

与其说是一本教汉语的书，不如说是一本教识字的书；与其说是一本教识字的书，不如说是一本艺术设计书。作者以实用主义的态度（没有章法、繁简混讲）尝试用视觉形象化来表现汉字，创意有余，效果难讲。

<http://readfree.me/book/25779314/>

马来西亚仙本那读本 07

给歪果仁看的关于汉字的小儿书 还是略有意思

理据性很低，融合了设计在里面，适合儿童汉字教学

之于对外汉语教学颇有启示！

创意无限。

还算有趣

阅读中国的新途径

听说 卡梅伦访华读的就是这本书 于是翻阅，果然创意无限

對這書一生黑 太商業 為了給漢字象形連從來不用的詞組都勉強用上 神就是神
你平常會說天人嗎 還有的字我都不認識 男人卻視之聖書 天天問我比如焱這字怎麼用
反正一生黑沒得說

对外汉语教学好帮手啊~外国学生很感兴趣啊~

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书评

中文字視覺圖像學習系統Chineasy在今年初打敗Google眼鏡，一舉拿下英國知名設計雜誌《Wallpaper》2014年度生活革新獎（Life-enhancer of the year），目前定居英國的創辦人薛曉嵐回台分享此項殊榮，並選擇故鄉作為發表新書《Chineasy: The New Way to Read Chinese》的第一站。...

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