

Praise for

Business in Chinese

--Chinese language and culture for beginners

The innovative format for teaching Mandarin Chinese through culture is both informative and enjoyable. Learning vocabulary and grammar in the context of Chinese culture and history reinforces memorisation with a deeper understanding of how Chinese people think as they speak. The course builds a quick foundation upon four sentence structures and students find that they can construct their own sentences within the first few class meetings. Business-related words and phrases are complemented by discussions on business culture and etiquette in China. I would recommend this course to anyone with an interest in learning Mandarin Chinese and highly recommend this course to anyone thinking of doing business in China.

-- Finance Professor of London Business School

In just five lessons, I feel I could go to China and feel more confident. I've also told a lot of people about this.

Good atmosphere, positive environment, effective teaching techniques, logical presentation of statement; logical sentence structure helps.

Fantastic! I found her engaging and passionate. She found ways to make the material interesting & had a very clear structure, made it easy to understand.

Excellent and intense teaching method including audio files for home study and study materials!

Including lots of Chinese culture together with language learning is an excellent idea and worked very well.

I have a greater appreciation of Chinese culture that will help with my work and a good base in the language should I wish to continue learning.

Iris made it a lot easier to follow. Her cheerfulness made me forget I had already done a busy day at work! She wants us to learn, her book keeping to break down the idea that Chinese speaking is not as difficult as it seems.

I have a wider awareness of Chinese culture and language. I think I am beginning to understand how it would favourite with the business world.

-- JWT UK

Iris is able to understand business school students' needs and design the content for them. This course is a combination of Chinese language, culture, and ancient wisdom, providing insights for students interested in doing business or working in China. We received very positive feedback on the lecturer and the course. Students describe her as a passionate, creative, and diligent lecturer and the course as an informative, interesting, and inspiring one. We really appreciate Hongbing Iris Cai's talent and passion in promoting the Chinese language and culture to the UK.

-- Jenny Huang Training and Communication VP, China Club of London Business School

All around the world, there is lot of excitement about knowing more about dragons country. Having the best source of information is very important while understanding the culture and language of Mainland China. I sincerely believe that the book by Hongbing Iris Cai perfectly serves the purpose.

She explains the nuances of Chinese culture in such a way that the reader not only enjoys reading but also gets excited to explore more. She is a storyteller and an excellent teacher. Iris explains and suitably designed course content in such a way that learning becomes easy and fun. I have made a good progress in just 10 lessons. I was rather lucky to meet Iris at London Business School. Her book on this topic is a very useful reference for everyone who aspires to learn mandarin especially for business people.

I would strongly recommend this book to all those who want to know more about China and I also wish all the success to Iris and her team in this great cause of introducing China to the world.

--Mahesh Dumbre Business Development Manager Tata Consultancy Services Limited MBA from University of Hong Kong in collaboration with London Business School

Thanks a lot for taking a wonderful session on Chinese language this evening. We thoroughly enjoyed it and learnt a lot about Chine and its culture. I will be interested in joining further classes and would be grateful if you can let me know the schedule. Once again, thanks a lot for the wonderful work you are doing and my hope is that it continues for many more years and benefits millions like me!

-- K S Badri Narayanan The Sloan Fellowship of London Business School