

# Introduction

## *Innovative, Effective and Easy*

*Business in Chinese - Chinese language and culture for beginners* is designed for busy professionals who need an effective introduction to the Chinese language and culture, with a specific focus on doing business.

‘Try a premium sample of Mandarin Chinese’

### 1. **We understand business people’s needs**

Business people like you are smart and determined. You learn fast and think logically. Your work involves managing people, solving problems and delivering results... and you don’t have much free time to study a new language. Your purpose of learning Chinese is for communication, not for examination.

The author Hongbing Iris Cai is a teacher as well as a businesswoman who understands needs, learning strengths and challenges of business people. This book has continually been improved and updated while being used to teach thousands of business people in London Business School and international companies since 2009.

The innovative methods as well as the positive learning results have exceeded many successful business people’s expectations. They have found that **learning Mandarin Chinese is interesting, easy and enjoyable.**

### 2. **Learn the logic of language – Effective**

We understand successful business people are good at asking meaningful questions in the business world. In this course, we will start by asking and answering FIVE questions, which are essential in daily conversations:

1. Who are you? “是” 字句
2. Where are you?: “在” 字句
3. What do you do? “动词” 句
4. What do you have? “有” 字句
5. What do you think about this? “形容词” 句

In this beginner’s course we introduce ‘Five Sentence Patterns’ to provide a grammatical foundation of Chinese language. By learning the logic of Chinese grammar, you will feel easy to speak Chinese sentences. This will boost your confidence, help you to progress quickly and build a solid foundation.

### 3. Business conversation starts at a beginner level – Achievements

We introduce business vocabulary to beginners. You will be able to have conversations in business contexts.

1. I am CEO. 我是总经理 (Who are you?)
2. I am in company. 我在公司 (Where are you?)
3. I manage a company. 我管理公司 (What do you do?)
4. I have a contract. 我有合同 (What do you have?)

### 4. Chinese Characters – Interesting

Chinese characters are visual symbols which represent words. It is the oldest continuous writing system in the world. In this book, **we introduce the logic behind the formation of Chinese characters**, which will help you to learn them quickly, easily and effectively.

### 5. Pronunciation practice – Motivation

We choose positive words for you to practice Chinese pronunciation. When you read them, **you will feel encouraged and motivated**. Your Chinese friends and colleagues will be impressed as you will be able to say so many nice things to them!

### 6. Self study support – Save classroom time (24/7 support online)

This course is designed for busy professionals, therefore, classroom time is kept to a minimum to focus on introducing the logic of the Chinese language. However, we know that learning a language needs practice and so **there are audio files of each page in the textbook available online** to help you practice after class.

<http://www.positivespeaking.net/beginner's-sound-files>

### 7. Business Chinese Culture Appreciation – Insightful

Understanding how traditional values and ancient wisdom influence people's thinking and way of doing business is very important. At the end of each unit, there are some Chinese business cultural articles that we hope will enhance your effective communication with Chinese people and add value of doing business in China.

More information and support for this book can be found at:

**[www.positivespeaking.net](http://www.positivespeaking.net)**