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2016 CATALOG

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EDUCATIONAL PUBLISHER

dear friends and customers,

For the past 35 years, Cheng & Tsui has dedicated itself to the mission of “Bringing Asia to the World.” We have helped to change the face of Asian language and cultural education in North America by envisioning, developing, translating, publishing, and occasionally distributing effective, award-winning language and culture learning materials for Chinese, Japanese, Arabic, and Korean.

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With today’s unprecedented and immediate access to news and information, people’s desire to directly connect and communicate with others in places near and far grows stronger each day. The life-changing technological advancements that the world is experiencing have brought dramatic changes to the teaching and learning landscape. And with these changes come opportunities—opportunities for richer, deeper, more meaningful experiences of other peoples and other cultures.

As a leading publisher of materials for the teaching and learning of Asian languages and cultures, Cheng & Tsui is both excited and inspired by the responsibility that these opportunities bring to us. To that end, we are busy developing new materials that take full advantage of the latest methods for interacting with and delivering knowledge to both teachers and learners.

At the same time, we remain devoted to supporting the professional development of teachers through our professional development grants, webinars, and workshops. We are energized by the prospect of expanding our commitment to training teachers and helping them share their ideas and experiences beyond their individual networks.

We can’t do any of this effectively without your input and guidance, so we ask for your continued support and participation. We look forward to “meeting” with you in person and by phone, at conferences and online—hearing your invaluable suggestions and feedback. Thank you for what you do in our shared vision of helping to bring Asia to the world.

with gratitude,



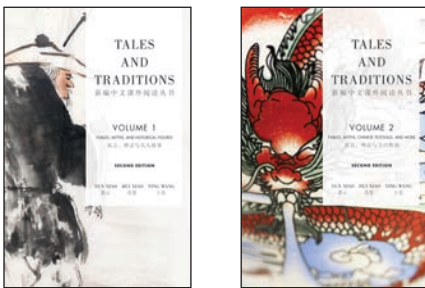
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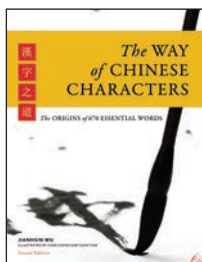
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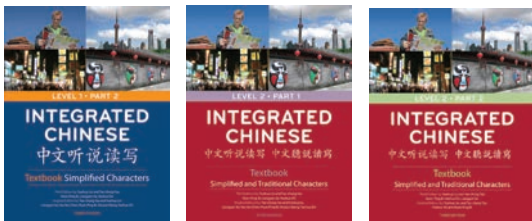
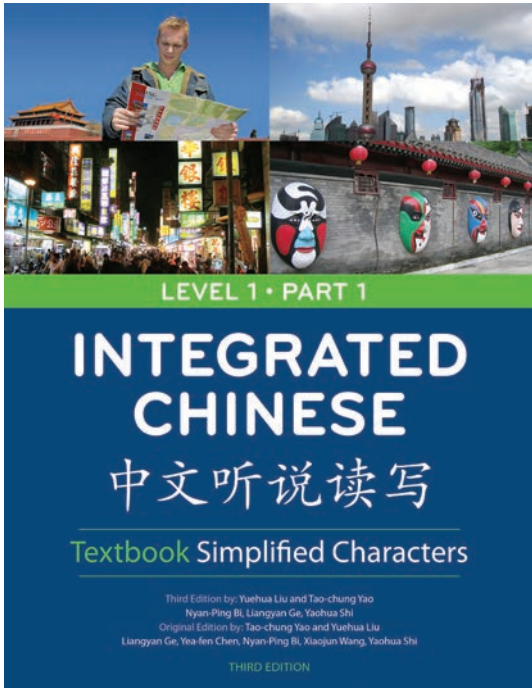
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中文听说读写

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THIRD EDITION

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†As reported in the *Journal of the Chinese Language Teachers Association*; February 2014, Volume 49.

INTEGRATED CHINESE

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Lesson 10: Transportation

lesson structure

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Learning Objectives
Relate and Get Ready
Dialogue

Going Home for the Winter Vacation

Language Notes
Vocabulary
Grammar

- 1 Topic-Comment Sentences
- 2 或者(huòzhě, or) and 还是(háishi, or)
- 3 先...再... (xiān...zài..., first..., then...)
- 4 还是...(吧) (háishi...{ba}, had better)

Language Practice
An Email

Thanking Someone for a Ride

Language Notes
Vocabulary
Grammar

- 5 每...都 (měi...dōu..., every)
- 6 要...了 (yào...le, soon)

Language Practice
How About You?
Culture Highlights
English Text
Progress Checklist
That's How the Chinese Say It!

(Lesson 6–Lesson 10)

LEARNING OBJECTIVES

Assist with student-directed learning and help teachers backward design the lesson

DIALOGUES

Two per lesson to systematically weave vocabulary and grammar together across each level

Dialogues brought to life with audio and video

RELATE AND GET READY

Students invited to compare, contrast, and reflect on cultural and linguistic norms

LANGUAGE NOTES

Words or expressions from the dialogues requiring additional explanation as margin annotations

VOCABULARY - GRAMMAR - PRACTICE

Practical vocabulary lists and comprehensive grammar explanations immediately followed by language production

HOW ABOUT YOU?

Communicative activities that facilitate authentic, natural communication and opportunities to personalize language

CULTURE HIGHLIGHTS

Engaging cultural notes that contextualize and enrich language learning

THAT'S HOW THE CHINESE SAY IT!

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Enhanced eBook Available on iTunes for iPad

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INTEGRATED CHINESE

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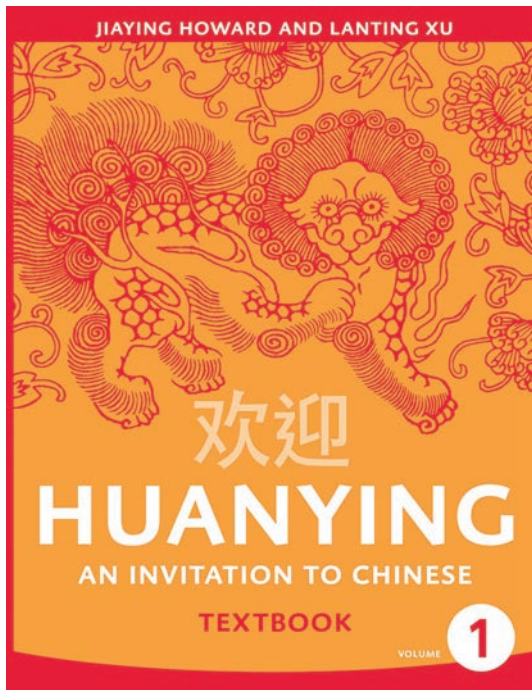
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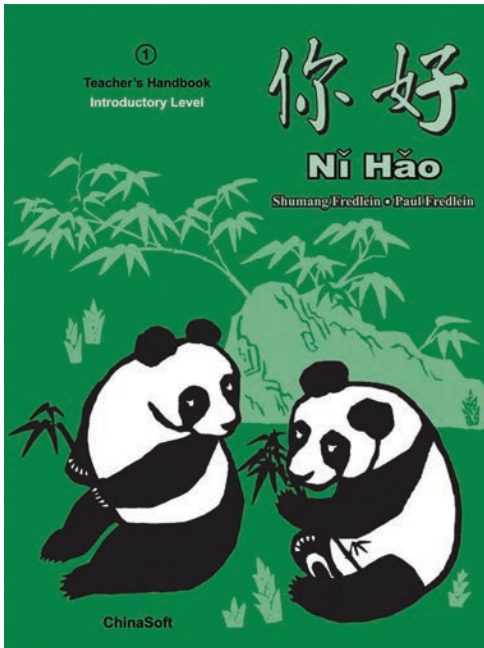
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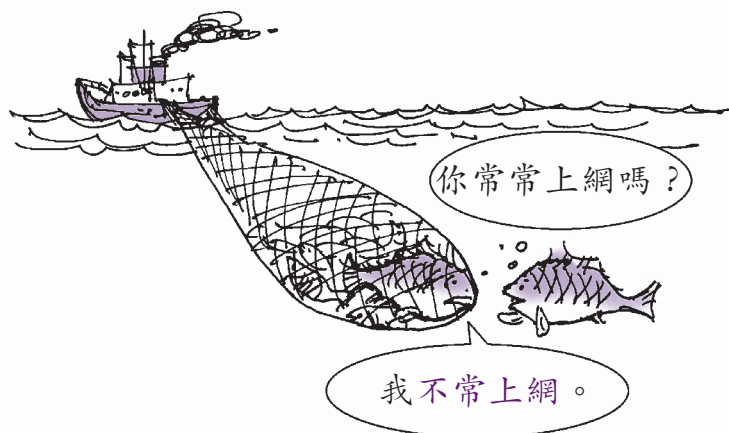
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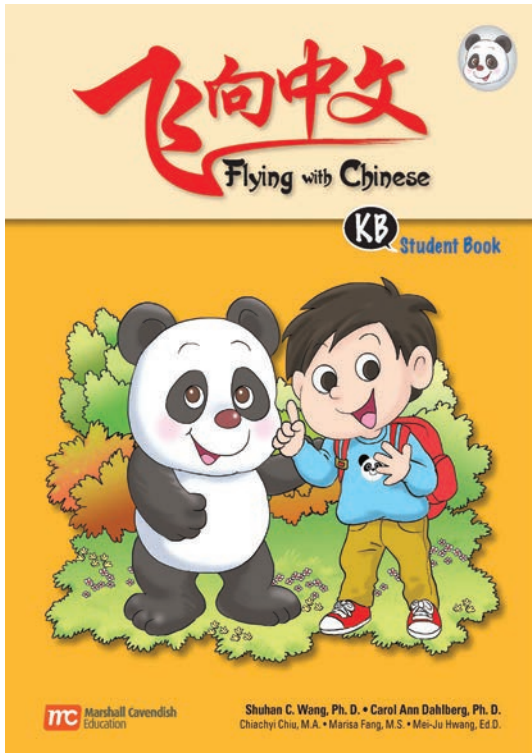
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Students can practice what they learn through age-appropriate activities such as mazes and matching games at the beginning levels and progressing to advanced storytelling, basic composition, and more at the upper levels.



FLYING WITH CHINESE

	kindergarten		grade 1		grade 2	
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STEP BY STEP

一步一步



CHINESE READERS

一步一步

CHINESE FLAGSHIP CENTER AT BRIGHAM YOUNG UNIVERSITY

ASIA CENTER AND CONFUCIUS INSTITUTE AT THE UNIVERSITY OF UTAH

“What a colorful, easy way to learn a language!

This provides many small packets making it fun to progress from topic to topic. The audio downloads that come with it make the study more engaging.”

Judges’ Comments, New England Book Show

► cheng-tsui.com/stepbystep

3 levels: A, B, and C
Simplified and Traditional versions

Grades K–4

Level A

33 books and case
5-3/4 x 5 (oblong)
8 pp.

Level B

30 books and case
8-1/2 x 6-3/4 (oblong)
12 pp.

Level C

19 books and case
8 x 10 (portrait)
20 pp.

common core themes
spiraled vocabulary
flexible sequencing

Aligned with the Common Core State Standards, *Step by Step* is a three-level reading program for grades K–4 that uses a spiraled approach to presenting vocabulary and language skills through engaging stories while encouraging learners to make connections to themes in the content areas of math, science, and social studies.

An accompanying companion website supports learning both at school and at home with a vast array of online resources. With abundant materials for both teachers and students, this site also helps non-Chinese speaking parents support their children’s learning.

ideal for
K–4 and Immersion Programs

一步一步

The series starts at **Level A**, with three “Foundation” stories that introduce 34 essential vocabulary terms. All other theme-based stories build from the “Foundation” base, allowing learners and teachers the flexibility of choosing which themes to pursue and in what order.

Story themes reflect the **Common Core** and are revisited and expanded through the series.



High-frequency vocabulary words appear in multiple topic areas and are recycled within themes and across levels to solidify vocabulary acquisition.



As the levels progress from **A to C**, the books become physically larger to accommodate longer story lines as well as more complex concepts and grammatical structures.

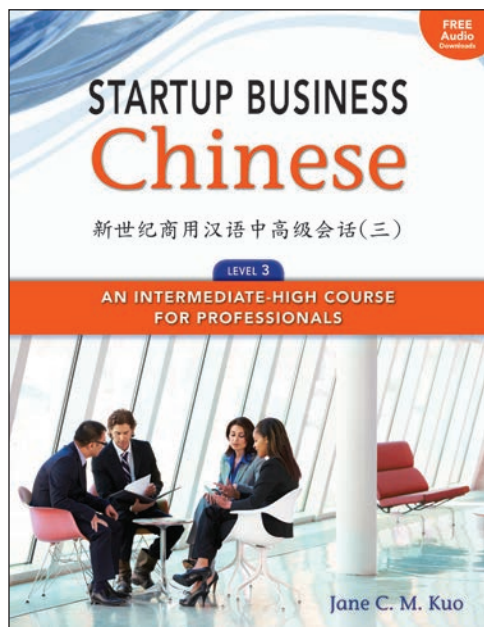
	level A	level B	level C
Simplified boxed set + audio + companion website	978-0-88727-851-8 . . . \$59.99	978-0-88727-995-9 . . . \$74.99	978-1-62291-051-9 . . . \$99.99
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A SERIES FOR PROFESSIONALS

新世纪入门商用汉语

Jane C. M. Kuo



COLLEGE BUSINESS Beginning Low-Intermediate High
3 levels: textbooks, workbooks, audio

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- Essential communication and cultural skills needed to interact with colleagues and clients in China
- Industry and workplace vocabulary and expressions to gain fluency through realistic business scenarios
- Social protocols with related cultural notes to build awareness of contemporary Chinese social customs and business etiquette
- Listening dialogues to increase comprehension of their Chinese counterparts

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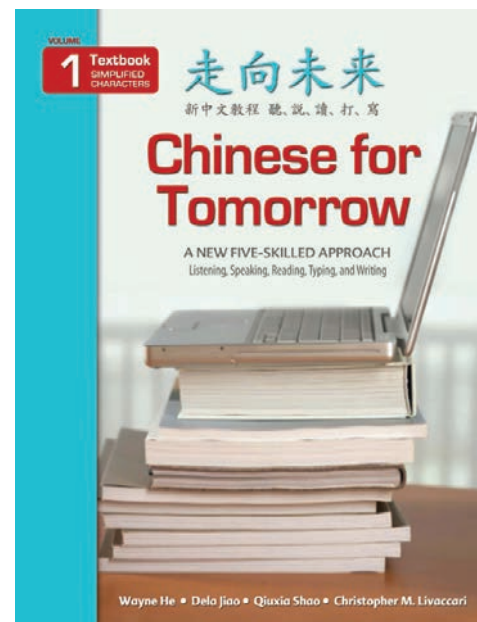
For more texts for business Chinese learners, see page 26

CHINESE FOR TOMORROW

A NEW FIVE-SKILLED APPROACH:

LISTENING, SPEAKING, READING, TYPING, AND WRITING

Wayne He, Dela Jiao, Qiuxia Shao, Christopher M. Livaccari



COLLEGE Beginning-Intermediate
2 volumes: textbooks, grammar books, teacher's manuals

Chinese for Tomorrow treats *pinyin* keyboarding as an essential language learning skill that expedites language acquisition. This method helps students learn Chinese characters more quickly, have better retention, and write more effective compositions than those learning by traditional methods. Learners use the language in a practical, engaging way from very early in their studies.

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- Textbooks in traditional or simplified character editions, grammar books with traditional and simplified characters on facing pages

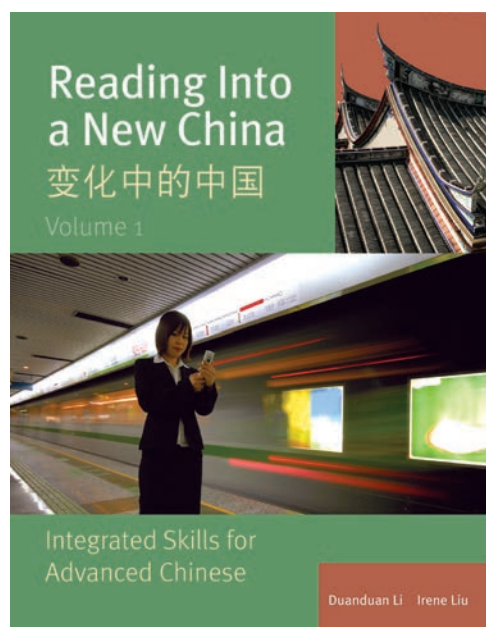
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INTEGRATED SKILLS FOR ADVANCED CHINESE

变化中的中国

Duanduan Li, Irene Liu



AP* COLLEGE HERITAGE

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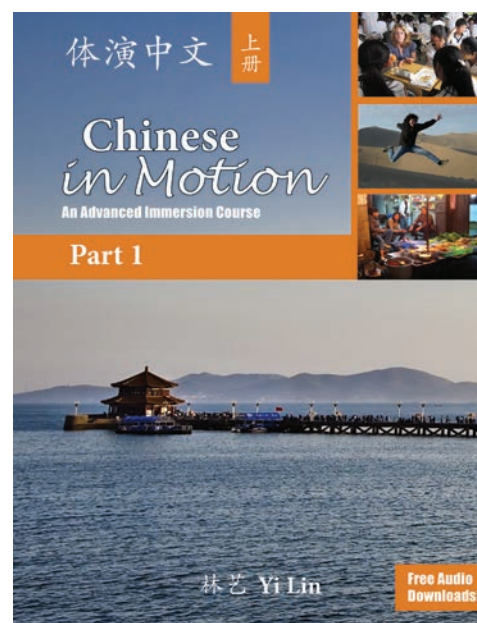
For additional materials for advanced and classical Chinese learners, see pages 24 and 26

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CHINESE IN MOTION

体演中文

Yi Lin



AP* COLLEGE HERITAGE

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人物传记

GRACE WU

NEW Second Edition



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6 readers

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with pinyin annotations

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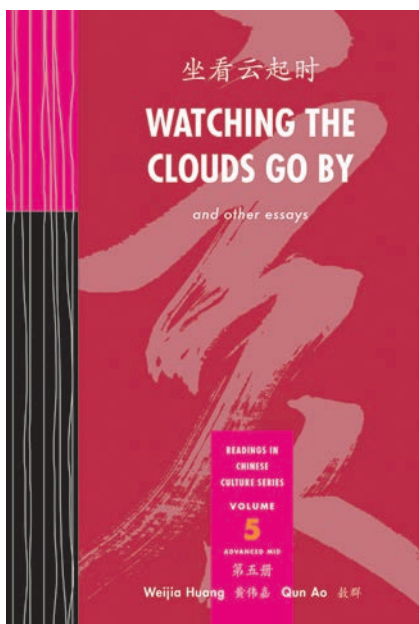
This flexibility allows teachers and students to choose what learning style best fits the class, the student, or even the day!

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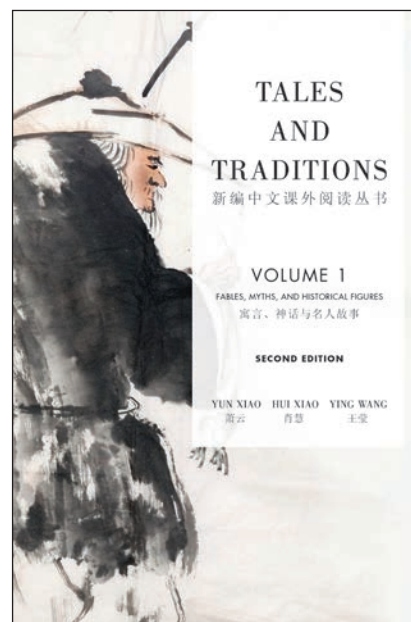
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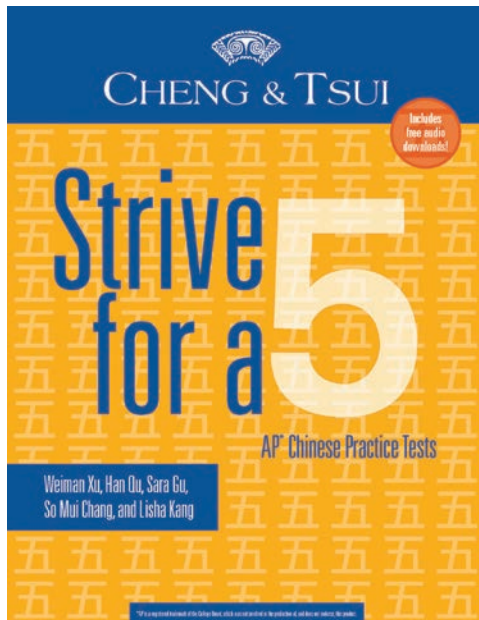
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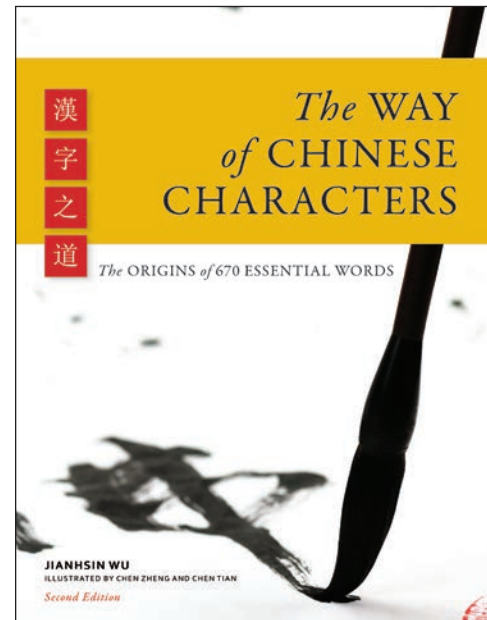
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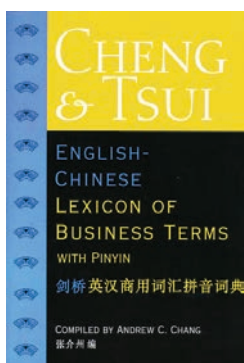


BEGINNING–INTERMEDIATE

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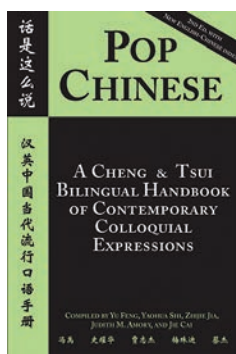


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Serving the needs of English speakers doing business in and with China, this lexicon has 9,000 business entries related to finance, international trade, real estate, and business law. All words and phrases include simplified Chinese characters along with their *pinyin* romanization. Appendixes provide terms used in financial statements, e-business, and accounting.

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These tools help beginning students construct their Chinese vocabulary by learning how groups of words relate to one another. Mnemonic connections help learners recall definitions and interpret unfamiliar words from context. Each card features a headword, *pinyin*, English definition, radical information, number of strokes, and associated words.

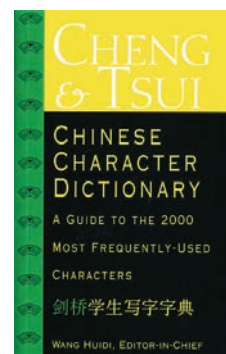
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Excerpt of Cheng & Tsui Chinese Character Dictionary

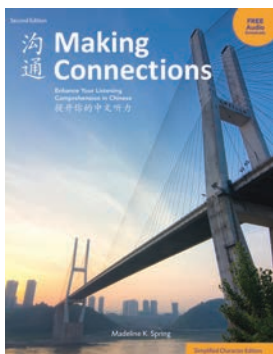


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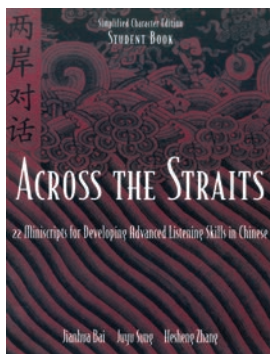
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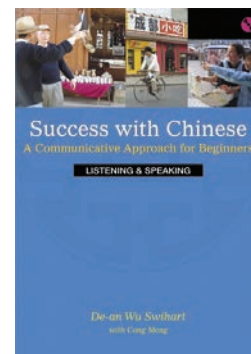
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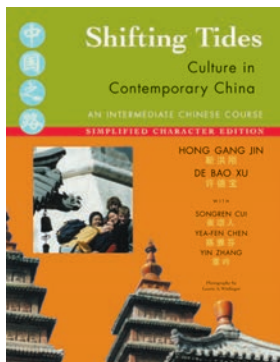


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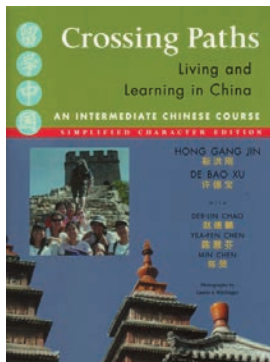


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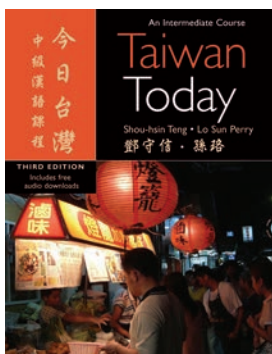
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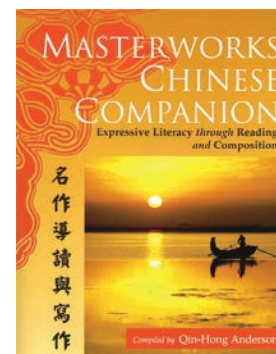


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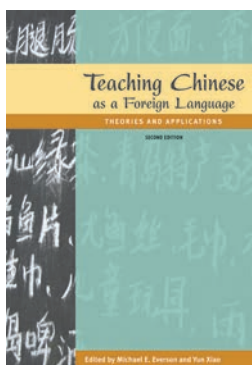
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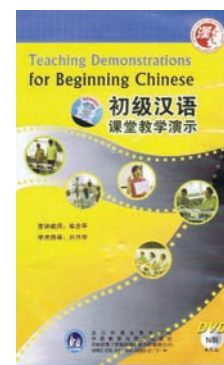


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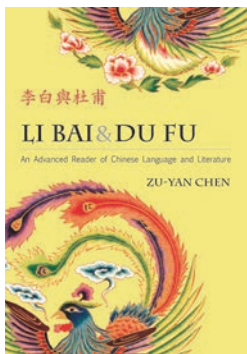


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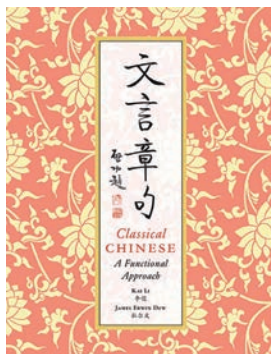


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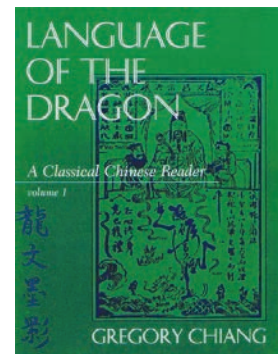


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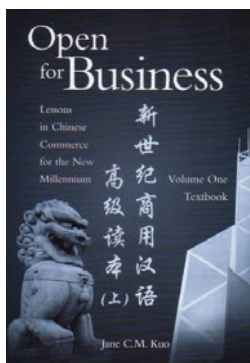


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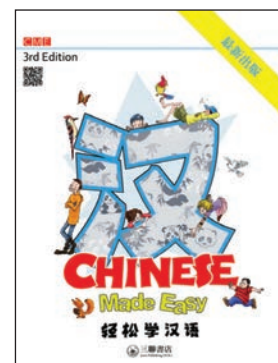


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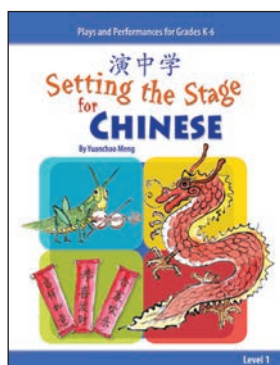


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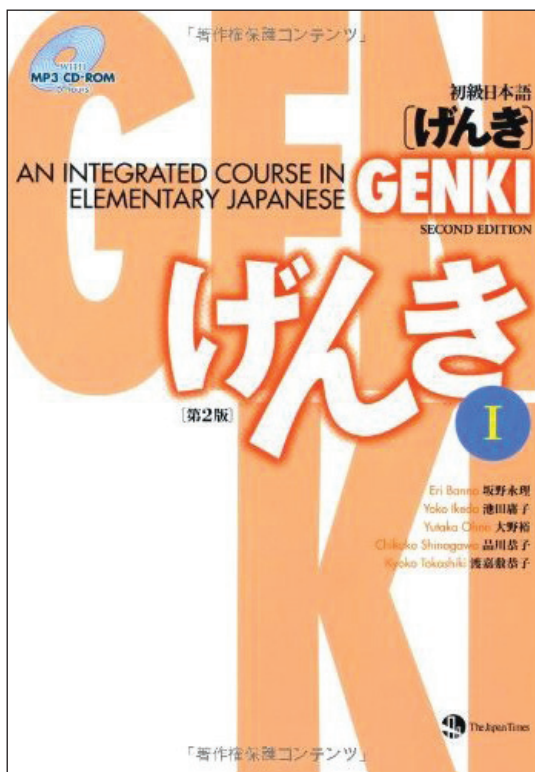
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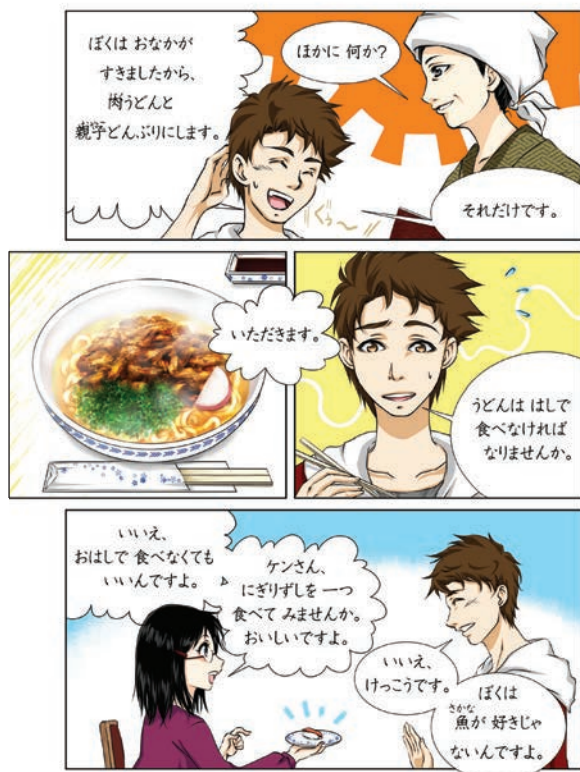
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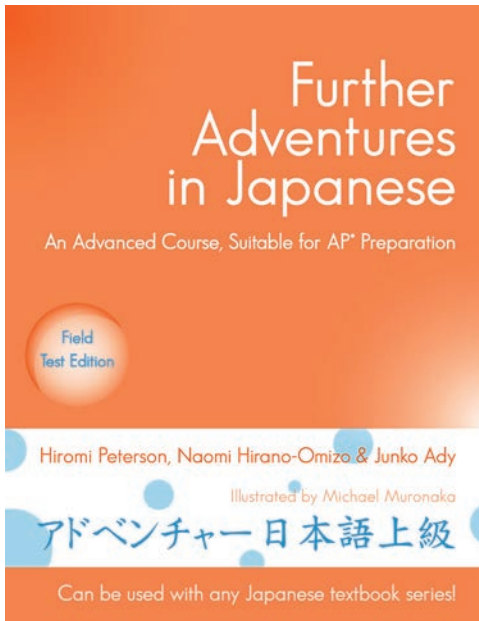
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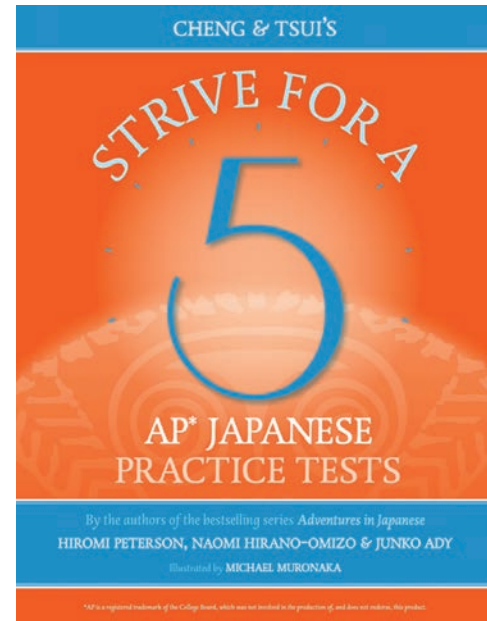
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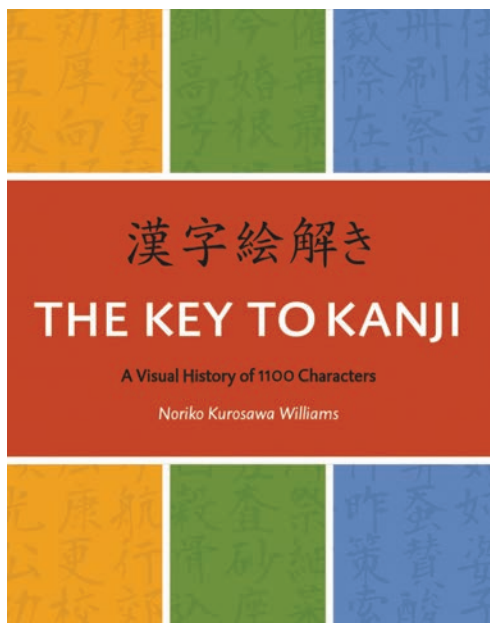
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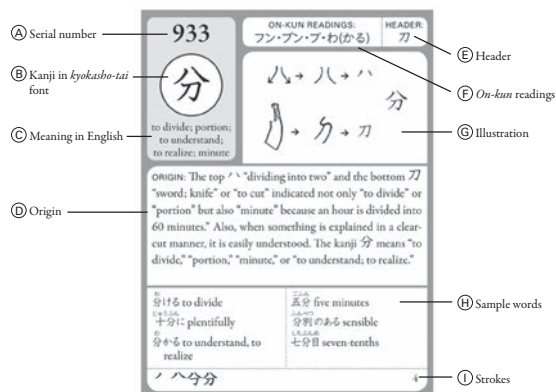
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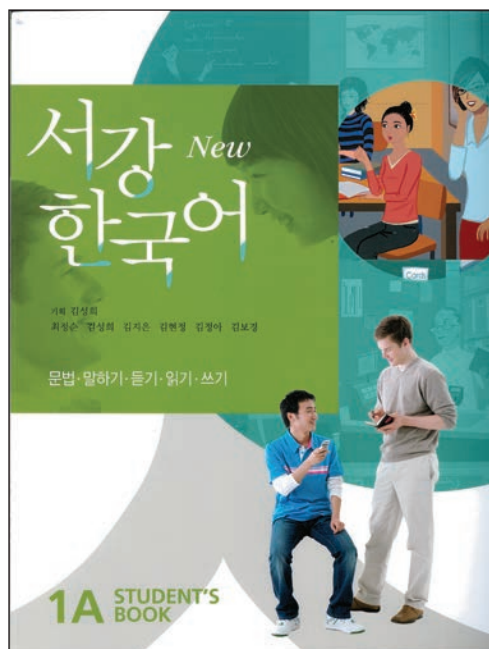
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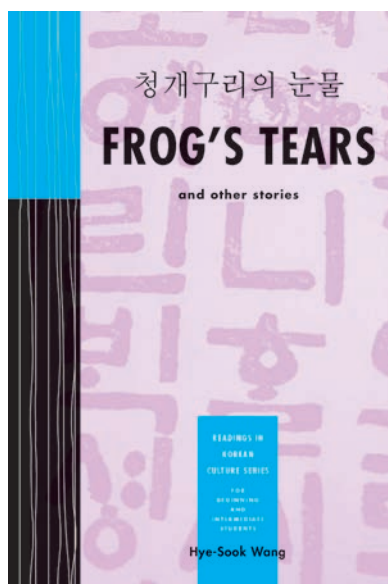
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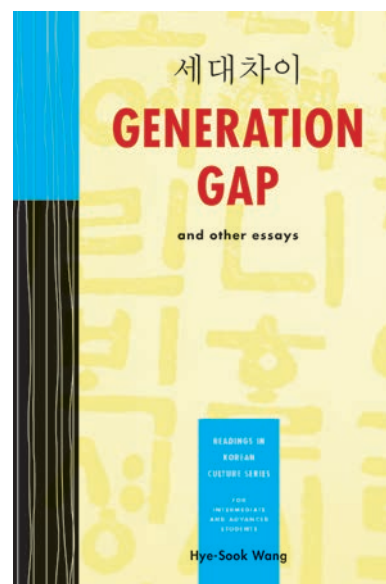
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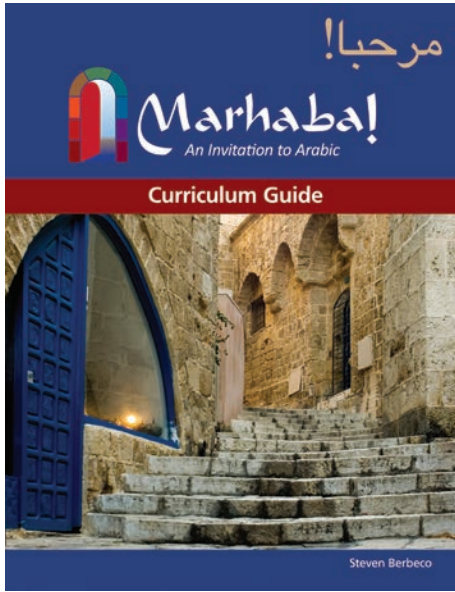
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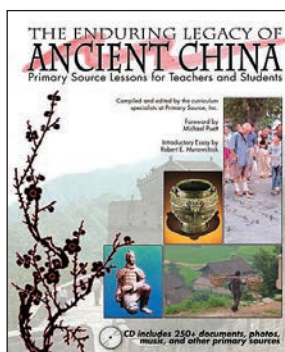
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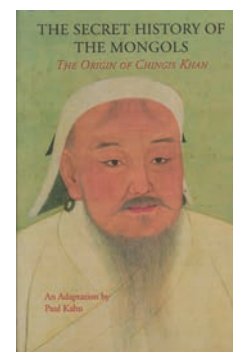


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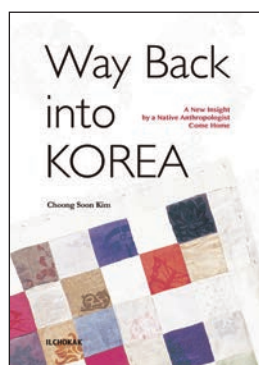


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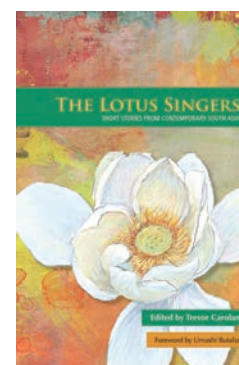
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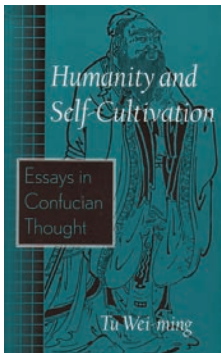
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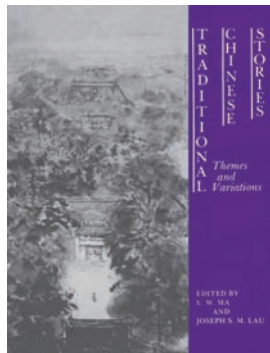


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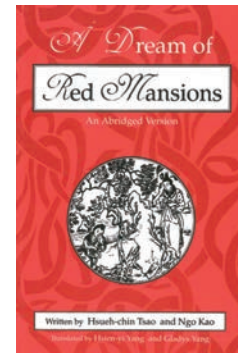


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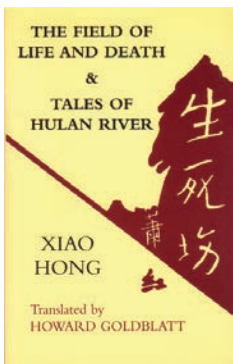


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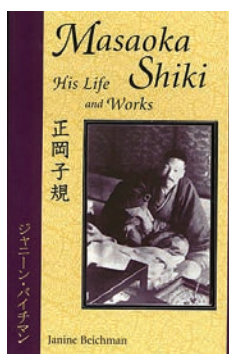


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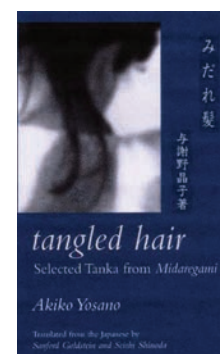


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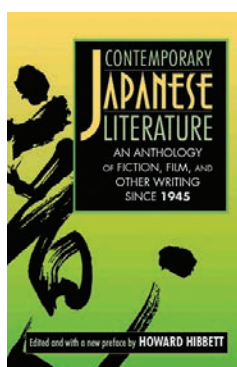


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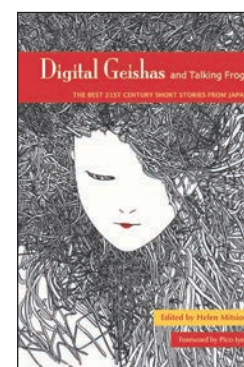


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