

## More Chinglish: Speaking in Tongues



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### **Reviews**

*This publication is wonderful. It normally is not going to expense too much. Its been printed in an extremely straightforward way in fact it is merely following i finished reading this publication where actually transformed me, modify the way i really believe.  
(Russell Adams DDS)*

## MORE CHINGLISH: SPEAKING IN TONGUES



Gibbs Smith Publishers. Paperback. Condition: New. 112 pages. Dimensions: 7.1in. x 5.4in. x 0.5in. More Chinglish Speaking in Tongues More Chinglish: SPEAKING IN TONGUES offers a fresh look at the unintentional but very funny creative misuses of the English language in Chinese street signs, products, and advertising. Enjoy 100 brand-new examples of this unique cultural heritage, which, due to efforts from the Chinese government to wipe out all forms of incorrect signage and advertising, is about to disappear. Chinglish: Found in Translation has sold more than 40,000 copies. The Chinese government is trying to correct all of its incorrect signage. The issue has been featured on the Today show as well as in the New York Times and the Wall Street Journal. Some foreign teachers refer to a school's inadequate language department as the Chinglish Department. China is the fifth-most-popular travel destination in the world, according to the International Tourism Research Institute. Online marketing and promotions. Print and web advertising campaign. National broadcast and print publicity. Co-op available. Oliver Lutz Radtke is the author of Chinglish: Found in Translation. He works as a multimedia producer and editor in Beijing. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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