Sweden – Culture Smart! The Essential Guide to Customs & Culture By Charlotte Dewit and and

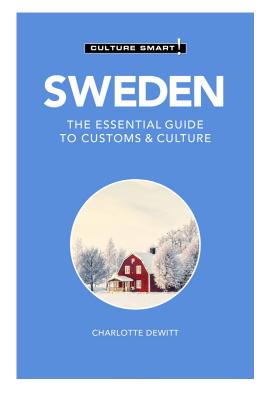


Sweden is a strikingly beautiful country with virtually no poverty and a profound reverence for the environment. Its extremes in geography, climate, and history have given rise to a national personality that values homogeneity, honesty, and self-sufficiency, and avoids ostentation and confrontation. The end result is a person who is modest, reserved, and romantically nationalistic, though there is much more to be discovered. While the younger generation has readily embraced new ideas and social change, Swedes retain a deep respect for their own cultural legacy, and a good background knowledge of the beliefs and values that make up the Swedish way of life will prove invaluable for anyone hoping to do more than just scratch the surface.

Culture Smart! Sweden offers insights into the lives and personalities of the Swedes today, along with tips on socializing, communication, and how to make the most of your time there.

Culture Smart! guides are created to help travelers have a more meaningful and successful time abroad through a better understanding of the local culture. Chapters on values, attitudes, customs, and daily life will help you make the most of your visit, while tips on etiquette and communication will help you navigate unfamiliar situations and avoid faux pas.

Charlotte Dewit is an international events architect who has produced more than 150 festivals, events, and conferences, and has lectured and consulted in thirty different countries. She has written extensively on festivals and events as catalysts for cultural tourism and world understanding. A native Bostonian and graduate of Drake University, she lived in Sweden for ten years and was President of The American Club of Sweden.



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