

Spain – Culture Smart!

The Essential Guide to Customs & Culture

By Bélen Aguado Viguer and Marian Meaney

In the popular imagination Spain conjures up a picture of rapacious conquistadores, fiery flamenco dancers, and brilliant artists. All true enough – but how closely does everyday life in modern Spain conform to these dramatic stereotypes?

Culture Smart! Spain explores the complex human realities of contemporary Spanish life. It describes how Spain's history and geography have created both strongly felt regional differences and shared values and attitudes. It reveals what the Spaniards are like at home, and in business, how they socialize, and how to build lasting relationships with them. The better you understand the Spanish people, the more you will be enriched by your experience of this vital, warm, and varied country – where the individual is important, and the enjoyment of life is paramount.

***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.**

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Distributed in the United Kingdom
by Ingram Publishing Services
IPSUK.Orders@ingramcontent.com
Phone: +44(0)1752 202301

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CULTURE SMART!



SPECIFICATIONS:

ISBN: 9781787028647

Publication Date: 04 Mar 2021

Publisher: Kuperard

TPS: 170 x 110 mm

Printing: 2-colour

Extent: 200 pages, 32,000 words

RRP: £9.99 | USD \$12.99 | CAN \$17.99

Also Available as an e-Book

Distributed in the USA and Canada by
Independent Publishers Group (IPG)
814 N. Franklin Street, Chicago, IL 60610
Tel: +1 (312) 337 0747
E-mail: frontdesk@ipgbook.com



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