

## China – Culture Smart!

### The Essential Guide to Customs & Culture

By Indre Balcikonyte-Huang and Kathy Flower

For thousands of years, the Chinese believed that they had created a perfect social system, based on Confucian values and tempered by the "Mandate of Heaven." Dynasties came and went, but the essence of being Chinese remained essentially unchanged until the twentieth century. Since then, change has taken place in Chinese society at unprecedented speed, as the country first experienced the turmoil of civil war and revolution before emerging on to the world stage as a global superpower.

*Culture Smart! China* aims to put these changes into an historical context, explain deep-seated cultural attitudes, and guide you through the maze of unfamiliar social situations, in order to help you discover for yourself the pragmatism, genius, warmth, and humanity of this extraordinary people.

***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.**

**Indre Balcikonyte-Huang** was born in Vilnius, Lithuania. Fluent in Mandarin, Indre has lived in China for more than ten years and has completed an M.A. in Modern and Contemporary Chinese Literature at Fudan University in Shanghai. She currently works for a cross-border consultancy helping companies find a footing in China, and lives in central Shanghai with her husband Ruiyu, and son Roy.

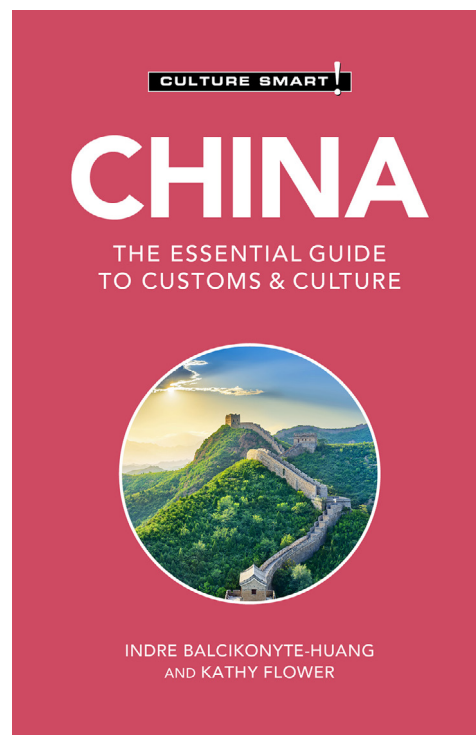
**Kathy Flower** has worked in the UK and China as a BBC radio producer, TV presenter, scriptwriter, teacher, and trainer. She became known to hundreds of millions of enthusiastic Chinese viewers as "Fay-lau-ah laoshi," or "Teacher Flower," after presenting China's first major English-language teaching series, "Follow Me," on Chinese TV.

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#### SPECIFICATIONS:

ISBN: 9781787028807

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  
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## Finland – Culture Smart!

### The Essential Guide to Customs & Culture

By Elena Barrett and Terttu Leney

The people of this land of white summer nights and pristine lakes are famous for their *sisu*, a form of enterprising stoicism. They are survivors: if you were stranded on a desert island, your ideal companion would be a Finn. Before you knew it, the sauna would be ready, fishhooks positioned, a fire burning, and any edible berries picked and prepared for eating. Shaped by the harsh physical beauty around them, the Finns can be melancholy, yet have a great sense of humor. Their music is often in the minor key, but they love to dance, sing, and perform. They cherish their traditions, from name days to near-pagan rituals, yet they are great innovators.

*Culture Smart! Finland* describes the historical, geographical, and cultural influences that have shaped the Finnish psyche, and guides you through the working and social lives of the Finns today, offering you a deeper, more rewarding experience of this beautiful land.

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**Elena Barrett** is a teacher, writer, applied linguist, and long-time resident of Finland. Originally from Connecticut, USA, she has taught English to Finnish adults and upper-secondary students. She is presently finishing her studies and researching language use in legal contexts at the University of Jyväskylä, Finland.

**Terttu Leney** is a Finnish teacher, trainer, broadcaster, and writer who worked for the Foreign Office in London as a professional development coordinator preparing British diplomats and businessmen for overseas postings. She has written several publications, including *Teach Yourself Finnish*, *Finn Talk 1*, and *Finn Talk 2*.

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## Germany – Culture Smart!

### The Essential Guide to Customs & Culture

By Barry Tomalin

Germany – powerhouse of Europe and pillar of the Eurozone – feels reassuringly familiar. However, despite superficial appearances, this is a country that operates very differently from the USA and Britain. German history is more than a thousand years old and the relatively new German nation-state encompasses an astonishing variety of cultural and regional differences. German society is also in a state of flux, as people respond to immigration and a tough economic climate, and traditional attitudes such as formality and rigid protocol are softening as German business globalizes.

*Culture Smart! Germany* sets out to show you how to be a good and sensitive guest. With chapters on core values and attitudes, and a practical business briefing, it is a valuable introduction to the German way of life. It tells you what treatment to expect, what pitfalls to avoid, and how to build rapport and credibility with this culturally rich and inventive people at the heart of Europe.

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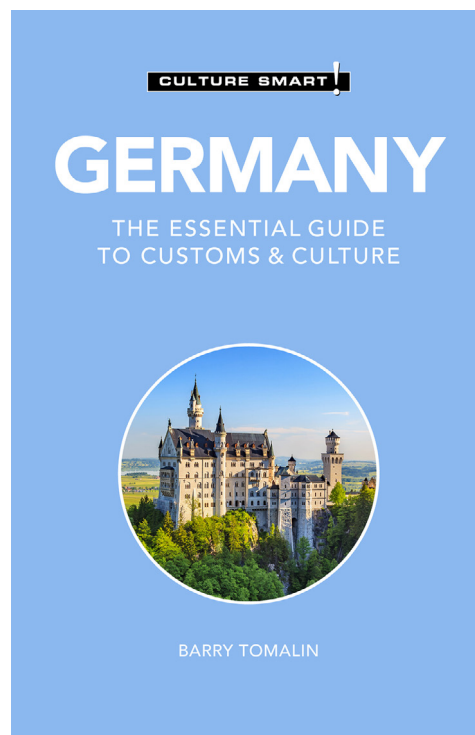
**Barry Tomalin** is an English writer and teacher specializing in international communication and culture who has worked as a consultant with German companies both in the UK and in Germany. He is also the author of many books on culture and cultural training. He currently teaches at Birkbeck College, University of London, and at Glasgow Caledonian University London.

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## India – Culture Smart!

### The Essential Guide to Customs & Culture

By Becky Stephen

India's huge population of 1.2 billion is as varied and colorful as the spice markets of Old Delhi. Each region, caste, and community has its own culture, reflecting unique histories shaped by conquest, creativity, and religion. Steeped in ancient traditions, exceptionally fatalistic, and intensely passionate about their culture, the Indians are also ingenious, creative, and world leaders in cutting-edge science and technology. Show interest in their country and it will be reciprocated with genuine warmth and friendship.

*Culture Smart! India* will make you aware of the essential values and behavioral norms, show you how to navigate often profound cultural differences and build relationships, and offer invaluable insights into this great, endlessly fascinating land.

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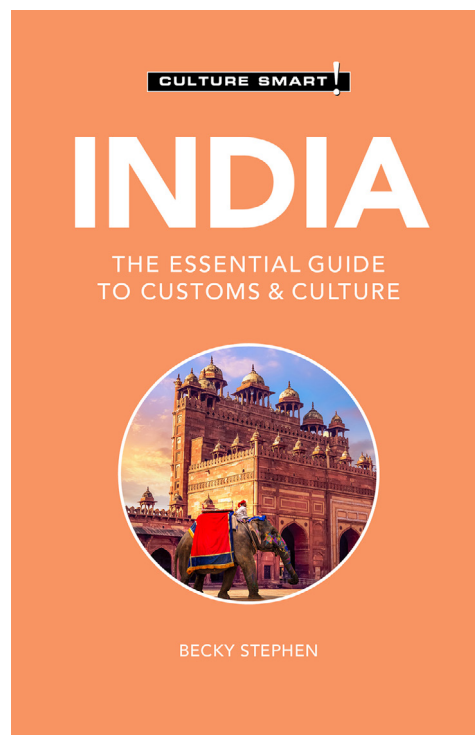
**Becky Stephen** was born in the US as an "airforce brat," growing up in several states, as well as in England. Long fascinated by Indian culture and philosophy, she moved to India in 1988 to study Hindi at Banaras Hindu University, Varanasi. There she met her South Indian husband and ended up living in Varanasi for five years. Becky has a Masters in Intercultural Studies from Fuller Theological Seminary, Pasadena, California, and has developed and led cross-cultural and other training programmes and events in the US, India, Eurasia, Europe, and the Arabian Peninsula.

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ISBN: 9781787029002

Publication Date: 04 Mar 2021

Publisher: Kuperard

TPS: 170 x 110 mm

Printing: 2-colour

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## Indonesia – Culture Smart!

### The Essential Guide to Customs & Culture

By Jessica Jemalem Ginting and Graham Saunders

Indonesia, stretching across three time zones and situated on one of the world's great maritime trade routes, has a rich and varied culture. *Culture Smart! Indonesia* describes the many different cultural backgrounds that make up this rainbow nation, helping you to better understand the values that underpin its diverse society. It reveals how modern Indonesians view themselves and go about their daily lives, and gives advice on how to navigate unfamiliar situations. Armed with essential cultural information and tips on effective communication, readers are better placed to have a more meaningful and successful experience in this fascinating country.

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**Jessica Jemalem Ginting** is an Indonesian writer and translator from Jakarta. She has a B.A. in English from the University of Bristol in the UK, and an M.A. in Publishing at University College, London. Her debut poetry collection, *Moon Petals*, was published in 2017. More recently, she has created the sci-fi comic series *ROSANA!*, set in the culturally diverse world of the Indonesian archipelago.

**Graham Saunders** has a Ph.D. in East Asian studies from the University of Hull, England. An Australian by birth, he spent twenty-eight years teaching in East Malaysia and Brunei, and made numerous visits to the countries of the region, including Indonesia. The author of many books and articles on the history of Borneo and Southeast Asia, he also runs a business specializing in books relating to Southeast Asia.

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Publisher: **Kuperard**

TPS: **170 x 110 mm**

Printing: **2-colour**

Extent: **200 pages, 32,000 words**

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## Italy – Culture Smart!

### The Essential Guide to Customs & Culture

By Barry Tomalin

Italy delights and stimulates with its magnificent cities and monuments, stunningly beautiful landscapes, the glory of its art and architecture, the richness and variety of its food, the elegance of its design and fashion, and the vitality and charm of its people. Italian style and culture have been exported all over the world. At home, however, Italian society and politics are facing challenges as the country struggles to maintain its standard of living, the stability of its currency, and its ability to provide jobs. The influx of refugees across the Mediterranean is putting pressure on both its social fabric and its economy.

*Culture Smart! Italy* is an insider's guide to their daily lives, passions, and preoccupations. It introduces you to their history and culture, and provides vital information and practical tips to help smooth your path in different social situations.

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**Barry Tomalin** is an English writer and teacher specializing in international communication and cultures who has worked with Italian companies in Italy and the UK. He has taught at Link University in Rome, and run training programs in Milan, Rome, Genoa, and Naples. The author of many books on culture and cultural training, he currently teaches at Birkbeck College, University of London, and at Glasgow Caledonian University London.

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ISBN: 9781787028760

Publication Date: 04 Mar 2021

Publisher: Kuperard

TPS: 170 x 110 mm

Printing: 2-colour

Extent: 200 pages, 32,000 words

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## Japan – Culture Smart!

### The Essential Guide to Customs & Culture

By Paul Norbury

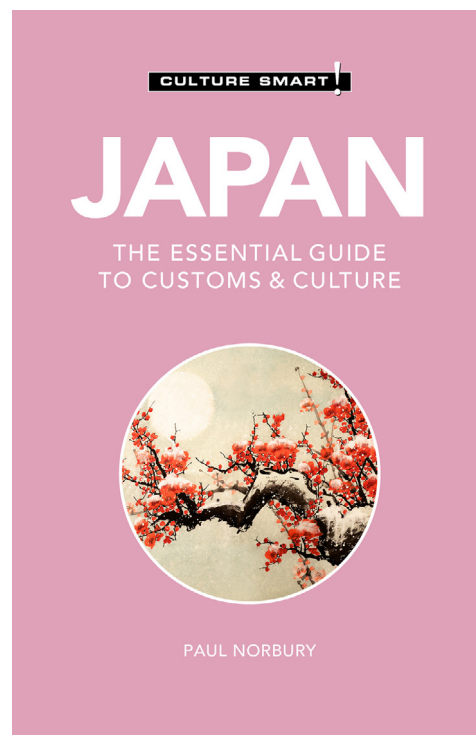
The Japanese people have always seen themselves as a nation uniquely apart. Their exquisite art forms and elegant culture, military prowess and technological precision, have long been the envy of friend and foe alike. Today, even as Japan adapts to a rapidly changing world, its traditional culture and consensus-based philosophy have proved remarkably resilient.

*Culture Smart! Japan* will broaden your perception and understanding of this complex, rich, and dynamic society. It will guide you through modern Japan's shifting social and cultural maze, and equip you with the tools to avoid the pitfalls of cultural misunderstanding. It provides practical tips and invaluable insights into people's attitudes and behavior to help make your visit a more meaningful and successful experience.

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**Paul Norbury** has been closely associated with Japan and Asian Studies as publisher, editor, and author since the early 1970s, principally through his various imprints: Paul Norbury Publications, Japan Library, Global Oriental, and most recently Renaissance Books. He is a recipient of the Japan Society Award, and the Order of the Rising Sun (Japanese government). He is also the author of *Culture Smart! Britain*.

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#### SPECIFICATIONS:

ISBN: **9781787028920**

Publication Date: **04 Mar 2021**

Publisher: **Kuperard**

TPS: **170 x 110 mm**

Printing: **2-colour**

Extent: **200 pages, 32,000 words**

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## Korea – Culture Smart!

### The Essential Guide to Customs & Culture

By James Hoare

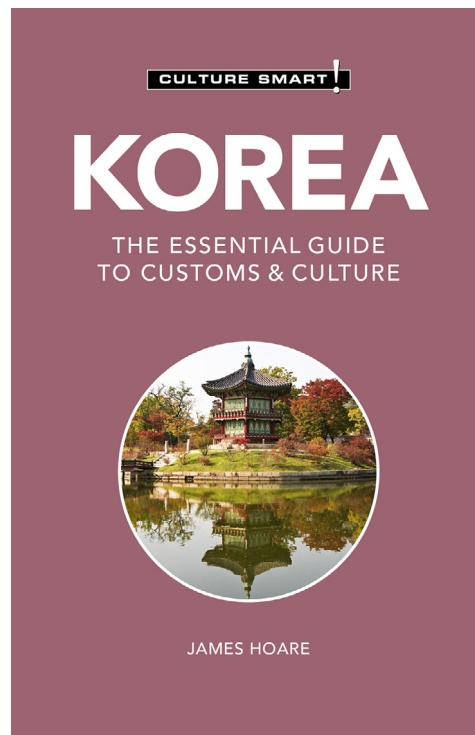
Divided along the 38th parallel, modern Korea is the subject of two very different political, social, and economic experiments. Today the military might of the Marxist-Leninist North confronts the soft power and prosperity of the uber-capitalist South. Yet family and cultural ties bind the peoples of both Koreas, and reunification remains a cherished goal.

*Culture Smart! Korea* helps you to navigate your way through the complexities of life in these non-identical twin societies, where, even in the affluent westernized South, sensitive issues can cause misunderstanding. By introducing visitors to the Koreans at home and at work, their customs, attitudes and values, this book paves the way for an incomparably more engaging experience, whatever your reason for traveling.

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**James Hoare** spent over thirty years in the British Diplomatic Service, with postings to Seoul and Beijing. His last job was Chargé D’Affaires in Pyongyang, North Korea, where he established the British Embassy. He has a Ph.D. in East Asian history and has written extensively on China, Japan, and the two Koreas. Since retirement, he has become a regular radio and television commentator on Korea.

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## Nepal – Culture Smart!

### The Essential Guide to Customs & Culture

By Tessa Feller and Alan Mercel-Sanca

Nestling in the foothills of the Himalayas, Nepal is a land of contrasts and incongruities – not least in the variety of its cultural, ethnic, and religious weave. The Nepalese attitude to life is essentially religious. Hindu and Buddhist values predominate and help to maintain social harmony despite the divisions between rich and poor, urban and rural, highlands and lowlands.

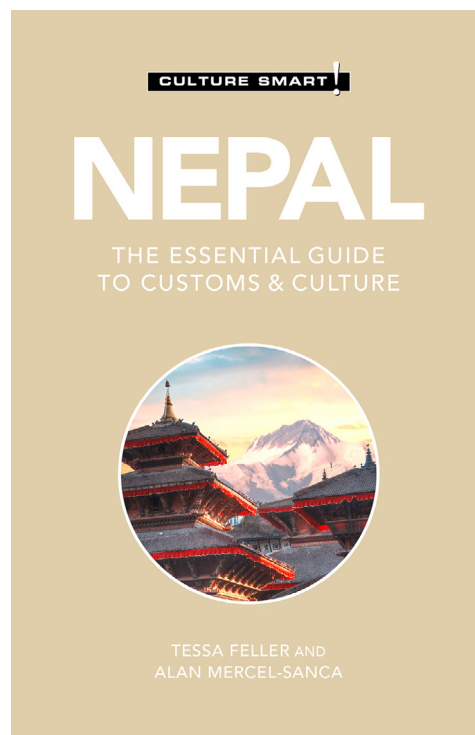
*Culture Smart! Nepal* sets out to explain the complexities of Nepalese life, from home to business, to the marketplace. It tells you what to expect, and provides insights that will help you to go beyond friendly smiles and turn your visit into an enlightening and rewarding experience.

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**Tessa Feller** has worked in several countries, including Austria, Russia, and Germany, where she is now based. She lived in Nepal for three years when her husband was posted there with the German Development Service. Her youngest son was born in Kathmandu.

**Alan Mercel-Sanca** is the CEO of the UK–Nepal Friendship Society, an organization that aims to protect and promote the various cultures that exist within Nepal through interrelated projects and activities in both countries.

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#### SPECIFICATIONS:

ISBN: **9781787028722**

Publication Date: **04 Mar 2021**

Publisher: **Kuperard**

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Printing: **2-colour**

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## Russia – Culture Smart!

### The Essential Guide to Customs & Culture

By Grace Cuddihy and Anna King

Discovering the Russian soul is like opening a matryoshka, a Russian doll, revealing the many layers. The Russian orthodox religion is unique; Russian history is tragic; and the people are unpredictable. Russia's military and political power, as well as the rich contribution of its art and culture, is the result of an inner dynamic not always understood by outsiders.

*Culture Smart! Russia* sets out to help you to become a more perceptive traveller, and to make your trip more personally fulfilling. It explores the connections between Russia's turbulent past and its paradoxical present; it describes present-day values and attitudes, and offers practical advice on what to expect and how to behave in different social circumstances.

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**Grace Cuddihy** is a translator and editor who has lived in Moscow, and in Russia's Mari-El Republic. In Moscow she worked as a governess for Russian families, as an English teacher, and for three years as an editor at *The Moscow Times* newspaper. She continues to work as a freelance editor and translator.

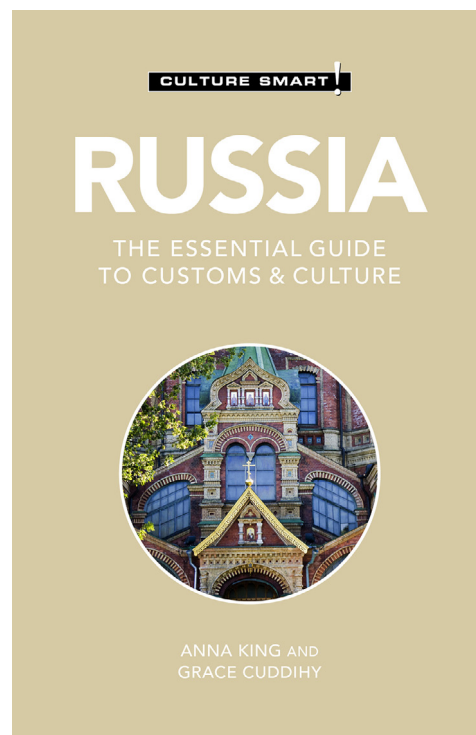
**Anna King** is a Russian-born business development consultant specializing in cross-cultural issues, negotiation practices, and conflict management. She speaks seven languages and has an M.Phil. degree from Cambridge University. Anna has worked with key government and decision makers in Britain and across the CIS. She is now managing director of the British-based consultancy 3C Negotiations, and is the author of numerous articles and books on cross-cultural communication.

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#### SPECIFICATIONS:

ISBN: **9781787028685**

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**

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## 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.**

**Bélen Aguado Viguer** is a protocol, diplomacy, and tourism expert. At present she works as a coordinator of international mobility and development at the Universitat Internacional de Catalunya.

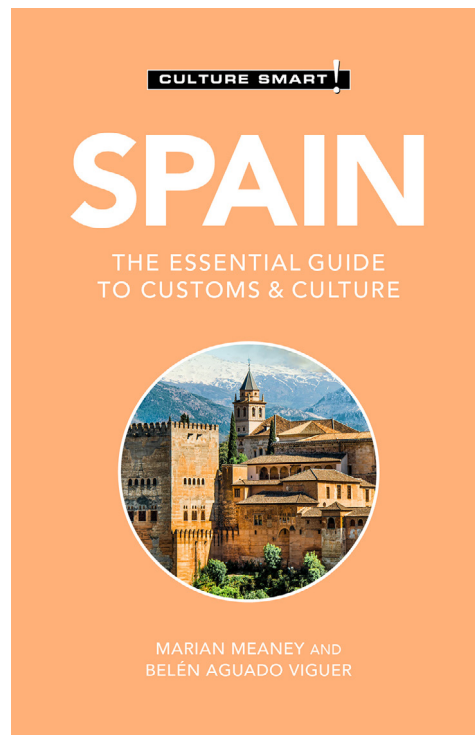
**Marian Meaney** is a teacher, translator, and interpreter who lived and worked in Spain for twenty years. A fluent-Spanish speaker, she ran English-language academies in Malaga and Barcelona, and has advised both Spanish businesses and government organizations on international exchange programs.

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ISBN: 9781787028647

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Publisher: Kuperard

TPS: 170 x 110 mm

Printing: 2-colour

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

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# Switzerland – Culture Smart!

## The Essential Guide to Customs & Culture

By Kendall Hunter

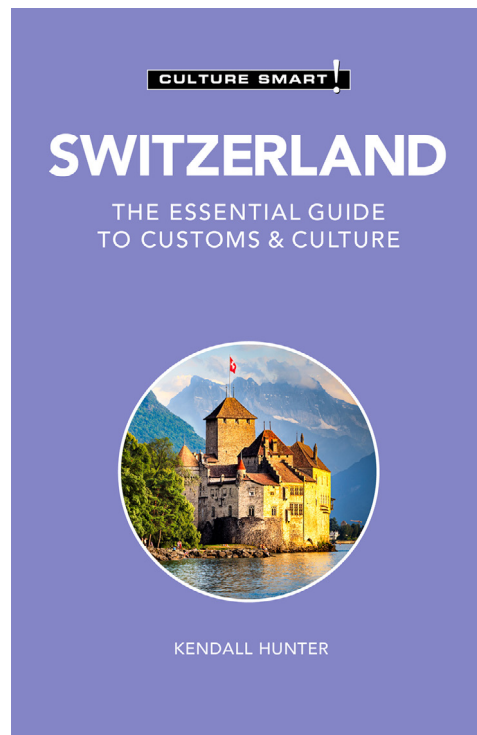
Set aside your preconceptions of postcard scenery, chocolate and cheese, faceless bankers, and spotless cities. The real Switzerland is anything but bland. This small, multilingual, and fiercely independent country at the heart of Europe is full of surprises.

*Culture Smart! Switzerland* reveals the human dimension of this enigmatic country. It provides an historical overview, explores Swiss values and attitudes, and looks at the cultural continuity of festivals and traditions. It will help you navigate your way through various aspects of Swiss life and society and reveal the warmth, decency, wit and intelligence that characterizes its inhabitants.

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**Kendall Hunter** is a Canadian freelance journalist, author, photographer, and entrepreneur. Married to a Swiss citizen, Kendall lived for ten years in Zurich, and with two daughters in the Swiss school system, she wrote a regular column for an expat parenting magazine about raising children in Switzerland. She now lives in Toronto and is the founder and CEO of Culture Dock, a crowd-sourced global travel app.

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#### SPECIFICATIONS:

ISBN: **9781787028609**

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**

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## Uganda – Culture Smart!

### The Essential Guide to Customs & Culture

By Ian Clarke

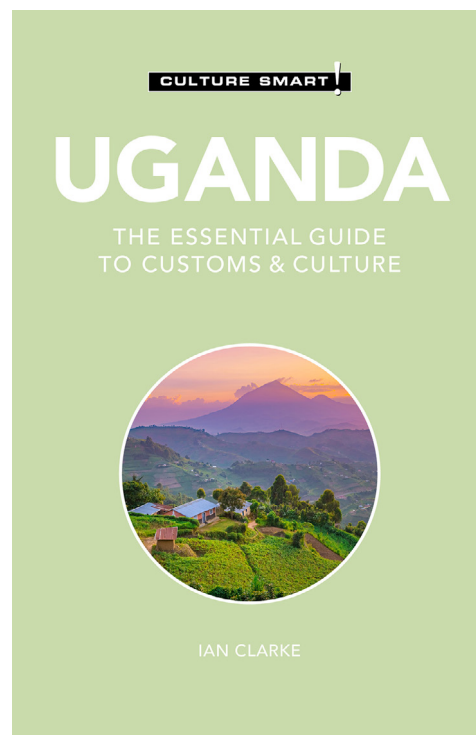
There are good reasons Uganda is called “the Pearl of Africa.” Beyond its ideal climate, abundant wildlife, and spectacular natural beauty, however, it is the friendly and good humored Ugandan people who make this country different. Drawn from more than twenty tribes, they represent a tapestry of traditions, ethnicities, and cultures. As a society they are devoutly religious and conservative; as individuals they are surprisingly laid back. English is widely spoken but there are many cultural pitfalls to be aware of – differences in expectations, customs, and ways of behaving.

*Culture Smart! Uganda* provides key insights into Ugandan life and offers practical tips on how best to meet the Ugandan people on their own terms – vital information for travellers and businesspeople alike.

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**Ian Clarke** has lived in Uganda for more than thirty years. Born in Northern Ireland, he is also a Ugandan citizen and, as the Mayor of Makindye Division of Kampala, he was the first white elected politician. He writes a weekly social commentary in the *Sunday Vision*, Uganda’s national newspaper, and has published two books, *The Man with the Key has Gone* and *How Deep is this Pothole?*. He lives in Kampala with his wife and family.

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#### SPECIFICATIONS:

ISBN: **9781787028562**

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**

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## Vietnam – Culture Smart!

### The Essential Guide to Customs & Culture

By Geoffrey Murray

Vietnam is one of the most fascinating destinations in Southeast Asia. Having emerged from two decades of war, it is has undergone a period of rapid and far-reaching change, and its people have their eyes fixed firmly on the horizon.

*Culture Smart! Vietnam* is for those who want to learn about the traditional values, sensibility, and modern way of life of the Vietnamese. It explains deep-seated attitudes and describes some of the social, economic, and cultural changes now under way. Aimed at dispelling common misconceptions, it gives practical advice on what to expect and how to behave in unfamiliar situations in order to help you discover for yourself the warmth and humor of this tough, resilient people.

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**Geoffrey Murray** is an English-born journalist, author, and teacher who has lived and worked in the Asia-Pacific region for more than sixty years. He has published sixteen books on a wide range of business and socio-economic issues. Geoffrey has followed developments in Vietnam ever since he served as a news agency war correspondent with the Australian Army in the mid-1960s, winning the Australian government's "Vietnam Logistics and Support Medal."

**CULTURE SMART!**



#### SPECIFICATIONS:

ISBN: **9781787028524**

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**

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## Ghana – Culture Smart!

### The Essential Guide to Customs & Culture

By Ian Utley

Home to the historic Ashanti empire, Ghana was the first African country to achieve independence. Known as the "Gateway to Africa," it is a stable democracy that welcomes around a million visitors a year, who invariably come away with glowing reports of a fertile land and tropical beauty. It is the Ghanaian people, however, who make the biggest impression. Their genuine hospitality and love of peace means Ghana is among the friendliest and safest countries in Africa. They are respectful toward each other, strong followers of tradition, and have deep familial and communal values. Visitors are warmly welcomed but are expected to be sympathetic to local customs and beliefs, and to follow certain codes of conduct.

*Culture Smart! Ghana* describes the complexities and nuances of Ghanaian society with clarity and humor, and offers the reader an opportunity to get to know Ghanaians on their own terms, and to enjoy all that this beautiful country has to offer! Akwaaba!

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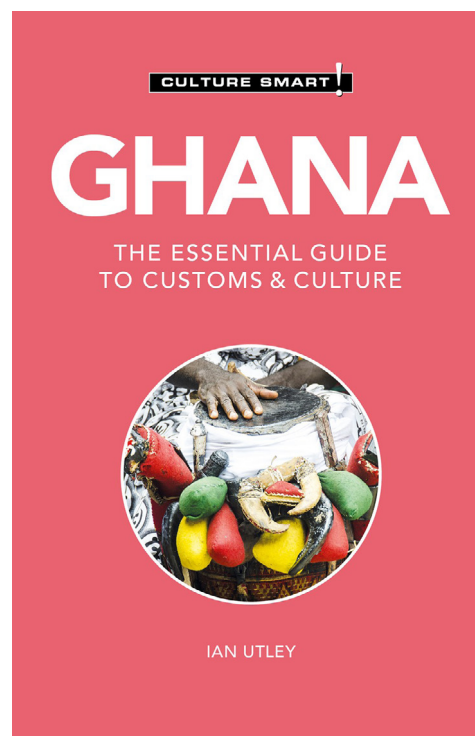
**Ian Utley** studied at the University of Wales and trained as a teacher at Bishop Grosseteste University College, Lincoln. He worked in education in Ghana for many years, published a book for learners of the Twi language, was a columnist for the Ghanaian newspaper *Weekend World*, and was an advisor to the Ministry of Tourism and Diasporan Relations in Accra. He also organized cultural, ecotourism, and language-learning activities for foreigners. Now back in Britain, he works as a library manager in his native Lincolnshire.

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**CULTURE SMART!**



#### SPECIFICATIONS:

ISBN: **9781787022720**

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**

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# Malaysia – Culture Smart!

## The Essential Guide to Customs & Culture

By Victor King

Malaysia presents visitors with an exciting and fascinating medley of cultures—Malay, Chinese, Indian, Arab, Eurasian, Dayak, and aboriginal. Though very much a modern nation state, its diverse communities retain a considerable amount of their unique heritage and, in its customs, religions, festivals, costume, cuisine, languages, and architecture, Malaysian society perfectly illustrates the virtues of a vibrant pluralism.

*Culture Smart! Malaysia* sets out to help you navigate this rich and complex cultural mix. It provides a succinct and straightforward introduction to Malaysian history and society, explains the deeper core values of the different ethnic groups, and guides you through the maze of Malaysian etiquette and behaviour for both social and business settings. Through greater understanding and insight, a more meaningful experience of this captivating country awaits.

***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.**

**Victor King** has been teaching and undertaking research in the sociology and anthropology of Southeast Asia since the early 1970s. He is Emeritus Professor in the School of Languages, Cultures and Societies, University of Leeds; Professorial Research Associate in the Centre of South East Asian Studies, School of Oriental and African Studies, University of London; Adjunct Professor at the Research Center for Social Science and Sustainable Development, Chiang Mai University, Thailand; and Distinguished Visiting Fellow at the Institute of Asian Studies, Universiti Brunei Darussalam. He has a wide interest in the anthropology and sociology of Southeast Asia, particularly in Malaysia, Indonesia, and Brunei, and has conducted research there since the 1970s. His many books include *The Best of Borneo Travel*.

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### SPECIFICATIONS:

ISBN: **9781787022768**

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**

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## Peru – Culture Smart!

### The Essential Guide to Customs & Culture

By John Forrest and Julia Porturas

In the popular imagination, Peru conjures up images of mysterious ancient civilisations, awe-inspiring Inca ruins, ruthless conquistadores, amazing biodiversity, and spectacular Andean scenery. All true, but visitors will discover much more to Peru than this. In Peru the distinctive Spanish and indigenous cultures that first encountered each other five hundred years ago have progressively integrated. However, the ongoing process of mixing raises questions about the nature of Peruvian identity, and Peruvian society remains economically and culturally divided.

*Culture Smart! Peru* introduces you to the changing realities of modern Peru. It describes contemporary values and attitudes, key customs and traditions, and reveals what people are like at home, in business, and in their social lives. Peruvians are outgoing, sociable, and laid-back; get to know them, and they will respond with warmth and generosity.

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**John Forrest** is a teacher and writer based in London. He first traveled to Peru in 1981, and returns regularly to lead study and trekking tours. He is currently a researcher and the logistics coordinator with a Cambridge University research project in Peru. He is chairman of the Peruvian rainforest charity, the Tambopata Reserve Society, and a former vice-chairman of the Anglo-Peruvian Society.

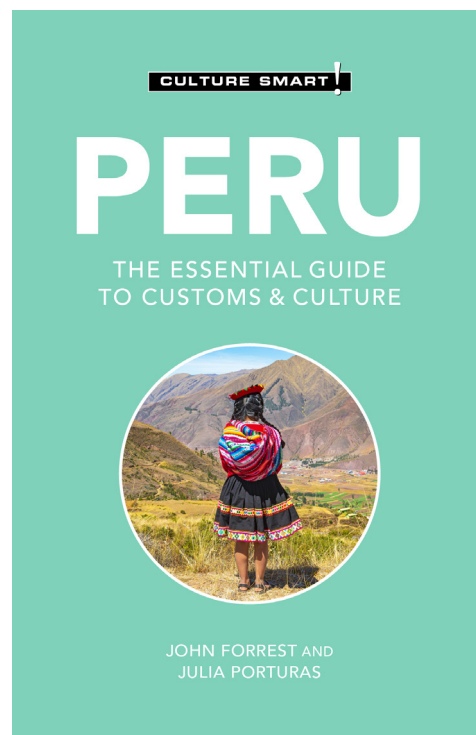
**Julia Porturas** was born in Peru and studied at La Católica University in Lima and Birkbeck College, London, where she graduated with a B.A. Hons in Hispanic and Latin American Studies. In Peru, she worked for several years for a major state enterprise. She is now the administrator of a professional society, in London.

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#### SPECIFICATIONS:

ISBN: **9781787022805**

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**

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# Philippines – Culture Smart!

## The Essential Guide to Customs & Culture

By **Grahan Colin-Jones** and **Yvonne Colin-Jones**  
and **Jorge Mojarro**

The Philippines, a scattered archipelago of seven thousand islands, appears to be one of the most Westernized countries in Asia. However, the realities of Filipino life are complex, and not immediately evident to visitors; the façade of the English language does not run deep. The Filipino people have always shown amazing resilience, whether under foreign rule, or in the face of economic or environmental hardship. They are warm, charming, and welcoming, and beyond the chaotic traffic jams and heat of Manila there is much to enjoy and appreciate. *Culture Smart! Philippines* gives you the inside story of this unique and attractive country and unpacks the daily lives of its inhabitants. An explanation of the values, attitudes, and customs of the Filipinos today opens the way to a more meaningful experience, while an abundance of practical information on socializing, working, shopping, and communicating will help to make it a more enjoyable experience, too.

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**Grahan Colin-Jones** is a linguist by training, and an international civil servant by profession. He has lived and worked overseas for more than forty years, and has experienced the realities of living and working in Asian cultures, including fifteen years in the Philippines.

**Yvonne Colin-Jones** is Singaporean by birth, a sociologist by training, and a cross-cultural trainer, facilitator and coach with a human resource background. She has lived in three continents and works with multicultural, globally mobile populations.

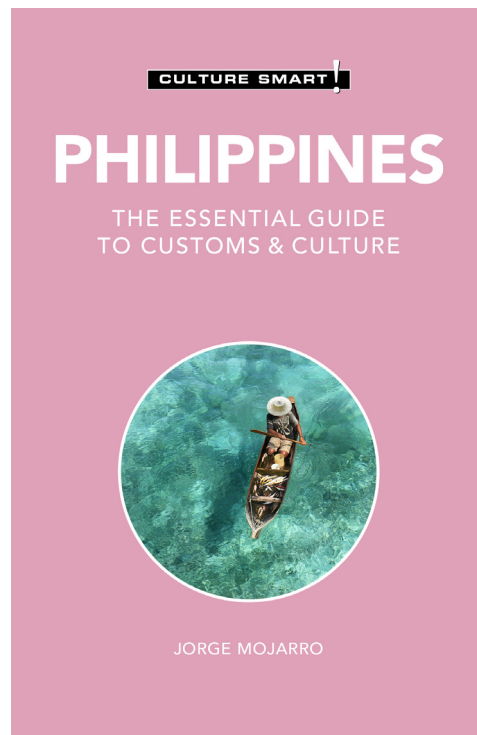
**Jorge Mojarro** is a Spanish academic with a Ph.D. from Salamanca University who is teaching and researching at the University of Santo Tomas in Manila. He has traveled extensively through the Philippines and southeast Asia and has written for both scholarly and general publications.

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ISBN: **9781787022843**

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**

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## Bhutan – Culture Smart!

### The Essential Guide to Customs & Culture

By Karma Choden and Dorji Wangchuk

The tiny Kingdom of Bhutan, at the eastern end of the Himalayas, nestles between the giant nation states of China and India. Often called the "Land of the Thunder Dragon," it remained secluded until recent times, its towering mountains and lush green valleys virtually unvisited by the outside world, evoking a sense of mystery and wonder. A sovereign country throughout the ages, Bhutan is now establishing its place on the world stage. It is determined to maintain its Buddhist culture and unique way of life as it evolves and adapts to political change and economic challenges. *Culture Smart! Bhutan* will give you a deeper insight into the country's history, values, customs, and age-old traditions. It highlights changes in people's attitudes and behavior as the country modernizes, and provides practical guidance on how to get to know the Bhutanese on their own terms, paving the way for a more meaningful experience of this fascinating and beautiful country.

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**Karma Choden** is the founder of *Simply Bhutan Travels* and a freelance writer. She has a degree in English Literature from the University of North Bengal, India, worked as a journalist for many years with *Kuensel*, Bhutan's national newspaper, and served as a commissioner and focal person for the National Commission for Women and Children in Bhutan.

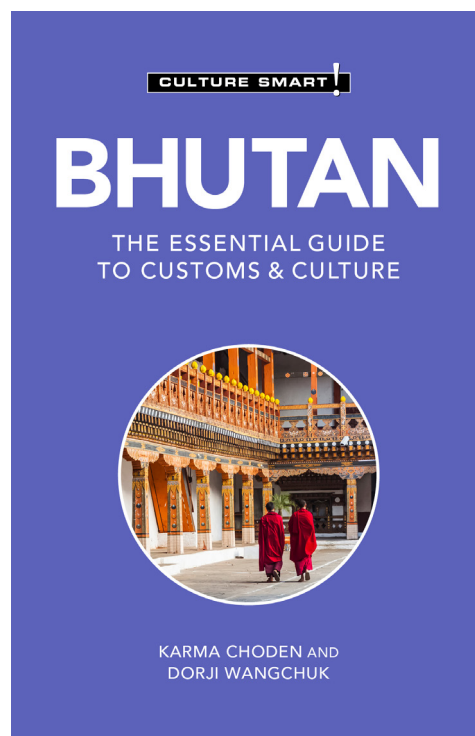
**Dorji Wangchuk** is a management consultant working in London. He has a degree in engineering from the National Institute of Technology in Calicut, India, and an MBA from the University of Cambridge. He was a civil servant in the Bhutanese government for many years, and gives regular talks on developments in Bhutan.

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**CULTURE SMART!**



#### SPECIFICATIONS:

ISBN: **9781787022522**

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**

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## Botswana – Culture Smart!

### The Essential Guide to Customs & Culture

By Mike Main

Botswana is a country of contrasts. More than 80 percent of its land is described as desert, yet it is far from barren. The red sand of the Kalahari conceals boundless wealth in the form of coal, methane, copper, and diamonds. Culturally, the people are overwhelmingly Bantu, but with more than twenty different ethnic groups and over thirty languages spoken, the society is by no means homogeneous. In the years since independence the country and its economy have made extraordinary strides, and Botswana is rightly seen as a model of democratic, planned development. But, for all that, traditional African values lie close to the surface.

*Culture Smart! Botswana* introduces you to the lives of the people. It looks at the history that has shaped the society and shows the importance of traditional customs and values for both travelers and businesspeople alike. It describes how the Batswana live, work, and play, and how to avoid the pitfalls of cultural misunderstanding.

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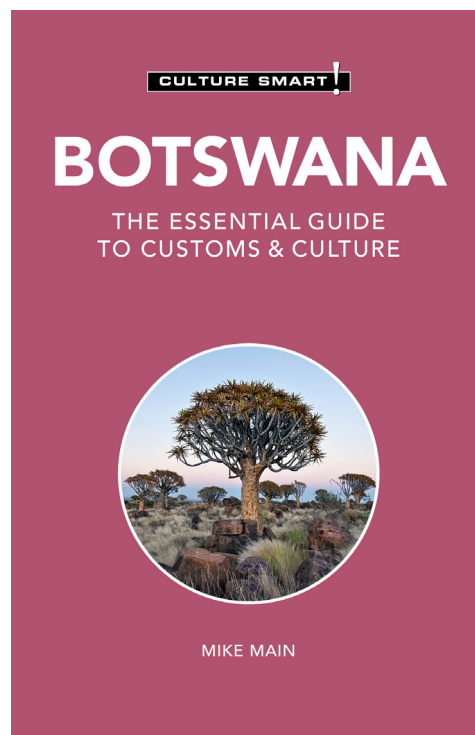
**Mike Main** Originally from England, has lived in West, East, Central, and Southern Africa for most of his life and is now, after twenty-five years there, a citizen of Botswana. In addition to a professional career specializing in leadership and team building, he is also a keen photographer and safari guide. He has written a number of books on southern Africa and is a committee member of Transparency International and The Botswana Society, and chairman of the Maru-a-Pula School Council and the Gaborone Music Society.

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#### SPECIFICATIONS:

ISBN: 9781787022560

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

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## Ethiopia – Culture Smart!

### The Essential Guide to Customs & Culture

By Sarah Howard

Set in Africa, but not wholly African; an isolated nation, yet receptive to the outside world; hierarchical and conservative, yet innovative and desirous of modernity; conformist as a people, and fiercely independent as individuals—the Ethiopian identity defies definition. Ethiopia exists simultaneously in different time periods. Its people, when they see something new that might work to their advantage, will embrace it and find ways to improve on it. Modern democracy, however, has understandably been slower to bloom given the strong historical antecedents of its monarchy.

*Culture Smart! Ethiopia* unpacks the values, attitudes, and traditions of this culturally rich nation. Etiquette in daily life, socializing, and communicating are all helpfully described, and advice is given to on how make the most of a visit. Above all, it provides the tools to do so in a considerate and sensitive manner.

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**Sarah Howard** is a botanical artist and writer who grew up in Kenya. After graduating in African History and Social Anthropology from the School of Oriental and African Studies, University of London, she became a journalist and researcher. She now commutes between Scotland and Ethiopia, running a coffee roasting business in the former, and traveling in the latter. Sarah trained in botanical illustration at the Royal Botanic Garden Edinburgh, and won a Gold Medal in 2016 from the Royal Horticultural Society for a set of paintings of Horn of Africa Aloes, many of them endemic to Ethiopia. She has written articles about the country, including for *Selamta*, the in-flight magazine of Ethiopian Airways, and for the *Anglo-Ethiopian Society's* magazine.

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## ETHIOPIA

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SARAH HOWARD

#### SPECIFICATIONS:

ISBN: **9781787022645**

Publication Date: **04 Mar 2021**

Publisher: **Kuperard**

TPS: **170 x 110 mm**

Printing: **2-colour**

Extent: **200 pages, 32,000 words**

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## France – Culture Smart!

### The Essential Guide to Customs & Culture

By Barry Tomalin

The French are “different.” You’ll often hear this in conversations among the “Anglo-Saxons,” as the French like to call English-speakers. “Different” means charming, challenging, questioning, stylish, and doing things in their own way and to their own advantage. So what qualities make them so distinctive? And how do you get through to them? By looking at the attitudes and values of the French, and explaining how French life and business works,

*Culture Smart! France* shows you how to fit in as a foreigner. It gives practical advice on how to avoid faux pas and how to behave in different contexts. It takes you through French history, festivals, and traditions, and describes the French at home, on the road, in the restaurant, and at work. Above all, we show you how the French communicate, and how to get the best out of this idiosyncratic and brilliant people.

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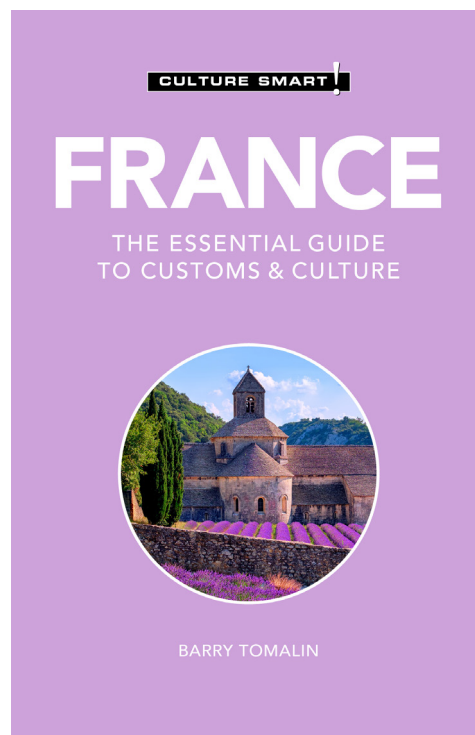
**Barry Tomalin** M.A. is an English writer, trainer, and public speaker specializing in cultural awareness and international communication. He was Director of Cultural Training at International House, London, and Visiting Lecturer at the London Academy of Diplomacy, University of East Anglia. A former producer and presenter with the BBC World Service, he has worked in more than sixty countries worldwide, including France, Algeria, and Francophone West Africa. He is also the author of *Culture Smart! Germany and Italy*.

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#### SPECIFICATIONS:

ISBN: 9781787022683

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

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## Iceland – Culture Smart!

### The Essential Guide to Customs & Culture

By Thorgeir Freyr Sveinsson

The volcanic island of Iceland has erupted onto the world travel scene in recent years. With otherworldly landscapes of steaming turquoise geysers set among rugged snowy peaks, miles of icy black sand beaches, and the breath-taking splendor of the northern lights, one can only wonder what took so long. But what of the people who call this island home? Behind a stoic veneer lies a proud, industrious, and egalitarian people, whose straightforwardness and ability to wing it have seen them thrive in this beautiful but unforgiving environment.

*Culture Smart! Iceland* will take you to the heart of this plucky Nordic nation. It will equip you with a deeper understanding of your hosts and with the tools to turn your visit into a more meaningful and enriching experience, whatever your reason for traveling.

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**Thorgeir Freyr Sveinsson** is a native Icelander hailing from the northwestern settlement of Skagafjörður. He holds a Cand.theol. in Theology from the University of Iceland, and a Master's in Management and Organizational Analysis from Birkbeck College, University of London. Like a true Norseman, Thorgeir has laid anchor in Norway, Finland, and the United Kingdom and is well practiced in the art of navigating new cultures. A keen angler and soccer fan, he runs a guesthouse with his wife in Selfoss, southern Iceland.

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#### SPECIFICATIONS:

ISBN: 9781787029040

Publication Date: 28 Jul 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

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## Sweden – Culture Smart!

### The Essential Guide to Customs & Culture

By Charlotte Dewitt

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.

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**Charlotte Dewitt** 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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#### SPECIFICATIONS:

ISBN: 9781787022881

Publication Date: 28 Jul 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

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## Thailand – Culture Smart!

### The Essential Guide to Customs & Culture

By J. Rotheray

To many outsiders Thailand represents “the East” at its most mysterious and enchanting. Never conquered by foreigners, this proud and ancient land has been shaped by Buddhism, the monarchy, and the military. Today it is a manufacturing powerhouse and a tourist paradise that welcomes more than 30 million visitors a year. Yet despite the veneer of Western modernity, the country and its people remain an enigma for many visitors.

*Culture Smart! Thailand* describes how the Thai people view the world and themselves. It examines the impact of religious beliefs and history on their lives, as well as recent social and political developments. With a wealth of tips on communicating, on socializing, and on navigating the unfamiliar situations that you are likely to encounter, this guide will help you to get the very best out of your time in the Land of Smiles.

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**J. Rotheray** is a Scottish-born writer and researcher specializing in Thai and Southeast Asian culture and religion. Having lived and traveled over much of Southeast Asia for the past two decades, he now lives in Chiang Mai, northern Thailand, where he is currently completing his doctoral thesis.

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