

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.

***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.**

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."

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