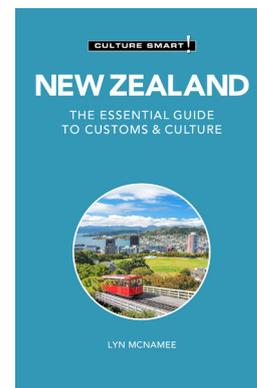
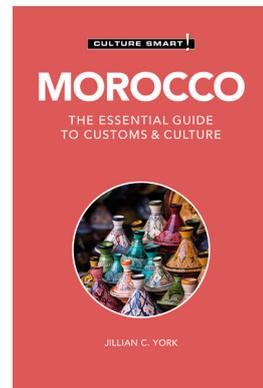
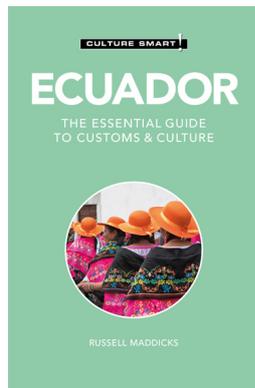
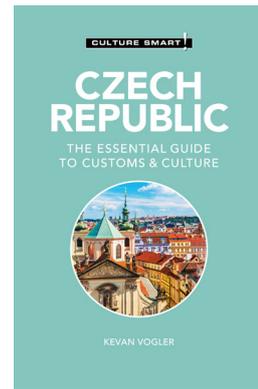
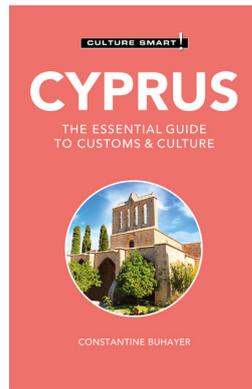
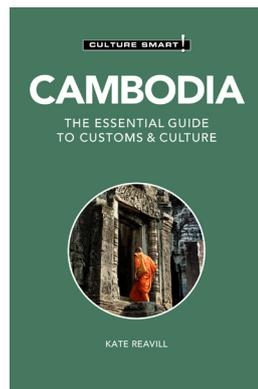
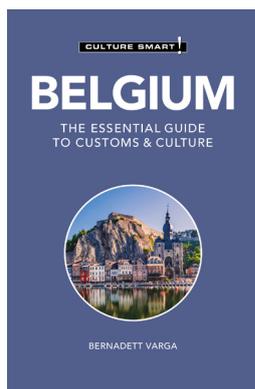


CULTURE SMART!

The Essential Guides to Customs and Culture
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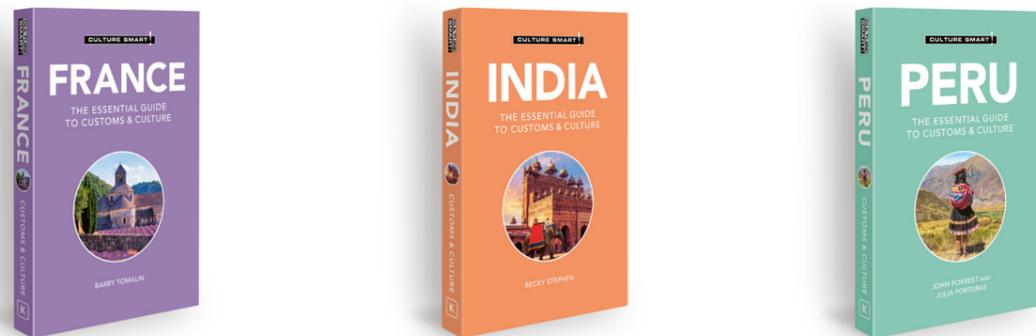
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Culture Smart! Series Relaunch

After 17 years in publication and more than 100 titles published, Kuperard are excited to announce the relaunch of CULTURE SMART!, a series of guides designed to help people have a richer and more meaningful experience abroad through a better understanding of the local culture.

CULTURE SMART! guides offer a qualitative improvement to people's experience abroad by telling readers about the beliefs, attitudes, and behaviors of people in different countries, so that when they arrive they are aware of local manners and ways of doing things, and are well equipped to make friends or enter into successful business relationships.

In 2021, 25 new editions of bestselling guides were published to mark the series relaunch, with 8 further new editions being published in 2022. With a new design and improved format, we aim to reach a wider audience and solidify the series' standing as market leader of this travel category niche.



What's New

- The updated guides have been entirely redesigned, both inside and out.
- The new design will help the series appeal to a wider audience at a time when the content covered in traditional travel guides, like restaurant and hotel listings, is readily available online for free.
- The guides remain compact and travel-sized but have 32 extra pages of content. Improved layout has allowed us to include more content throughout, including new sections such as a section on Useful Apps, and makes use of larger images for greater impact.
- The new layout was designed to help make the book more user friendly and, due to better spacing and use of images, offers a better reading experience.

What do CULTURE SMART! guides do?

For each country, they help readers:

- Understand the impact of key historical, political, and cultural events on national identity.
- Understand local values, attitudes, customs, and traditions.
- Navigate new and unfamiliar situations with confidence and sensitivity.
- Communicate effectively, both verbally and non-verbally.
- Avoid cultural misunderstandings and faux pas.
- Become proficient in local business practice—invaluable information for those travelling for work.



"Culture Smart! has come to the rescue of many hapless travellers,"
- *Sunday Times Travel*

"...the perfect introduction to the weird, wonderful and downright odd quirks and customs of various countries,"
- *Global Travel*

"...full of fascinating, as well as common sense, tips to help you avoid embarrassing faux pas,"
- *Observer*

"...as useful as they are entertaining,"
- *Easy Jet Magazine*

"...offer glimpses into the psyche of a faraway world,"
- *New York Times*

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Unique Selling Points

- Written and edited by specialists, CULTURE SMART! content is not found in other travel guides, nor is it attainable online in the breadth, depth, or format offered here.
- Due to the difference in content, CULTURE SMART! is not a competitor to traditional travel guides. Rather, it offers an "extra sale" on any given destination, similar to phrasebooks or maps.
- CULTURE SMART! content does not age like other travel guides. While new editions are published every 3-5 years, the nature of the content means they do not go out of date like traditional travel guides, and are resilient to Covid-related changes and restrictions.
- The series' market is not limited to travellers but includes those traveling abroad for work in the private, government, and NGO sectors, exchange students, expats, armchair travellers, and those with an interest in foreign cultures, anthropology, and psychology.
- In publication since 2003, the series now offers guides to more than 100 countries around the world and has established a unique niche in the travel market that aligns with the values of today's travelers.

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Distributed in the United Kingdom

by Ingram Publishing Services

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For more on the Culture Smart! series, please visit: www.culturesmart.co.uk

Distributed in the USA and Canada by

Independent Publishers Group (IPG)

814 N. Franklin Street, Chicago, IL 60610

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