

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.

***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.**

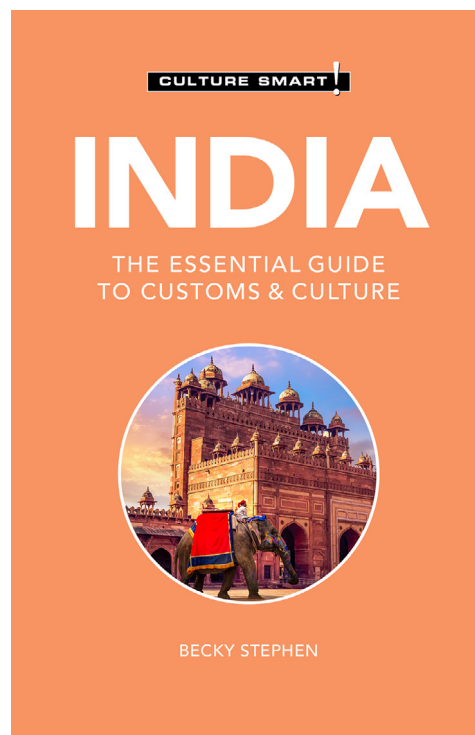
Becky Stephen was born in the US as an "airforce brat," growing up in several states, as well as in England. Long fascinated by Indian culture and philosophy, she moved to India in 1988 to study Hindi at Banaras Hindu University, Varanasi. There she met her South Indian husband and ended up living in 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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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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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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Morocco – Culture Smart!

The Essential Guide to Customs & Culture

By Jillian C. York

Morocco is a joy to the senses. Graced with spectacular scenery, the country's rich history is carved into its architecture and baked into its cuisine. Its marketplaces are filled with tantalizing scents and colorful sights, and the call of the muezzin seems to draw people from every corner of the globe. In 1956 Morocco gained independence from French colonial rule and was jolted into the 20th century. Today it is a country in transition—a unique blend of Arab, African, and European ways of life. The teeming cities have an air of sophistication and joie de vivre, but life in rural areas has stayed much the same. And while the cities are highly Westernized, tradition and religion still play a vital role in the everyday life of most people.

Culture Smart! Morocco describes the life of Moroccans today, as well as the key customs and traditions that punctuate daily life. It examines the impact of religious beliefs and history on their lives, and provides insight into the values that people hold dear, as well as recent social and political developments.

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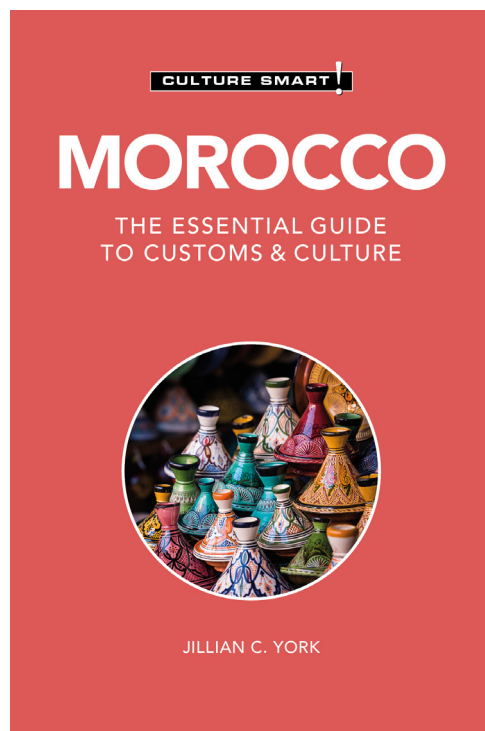
Jillian C. York is an American writer and journalist who focuses on the intersection of technology and politics. Author of *Silicon Values: The Future of Free Speech Under Surveillance Capitalism*, Jillian has a BA in Sociology from Binghamton University, where she specialized in North African and Middle Eastern Studies. As part of her degree course, Jillian studied Arabic at Al Akhawayn University in Ifran, Morocco, and taught English at the American Language Center of Meknes.

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Mexico – Culture Smart!

The Essential Guide to Customs & Culture

By Russell Maddicks

The third-largest country in Latin America, Mexico is hugely diverse, having both rural backwaters where time seems to have stood still and manic urban centers like Mexico City, one of the most densely populated and exciting cities in the world.

This complex and fascinating country is where European and American civilizations first clashed. The repercussions of the meeting in 1519 between the Spanish conquistador Hernán Cortés and the Aztec Emperor Montezuma II, and the subsequent devastation wrought by the Spanish conquest, is still felt today.

Culture Smart! Mexico takes you to the heart of Mexican society and introduces you to the proud, spiritual, dynamic, fatalistic, and fun-loving people who call this country home. It describes how people socialize, the dynamics of daily life, the importance of family, and the annual cycle of feasts and fiestas. There's advice on how to negotiate a Mexican menu, as well as information on traveling safely, communicating, and provides you with the tools to make the most of your time in Mexico.

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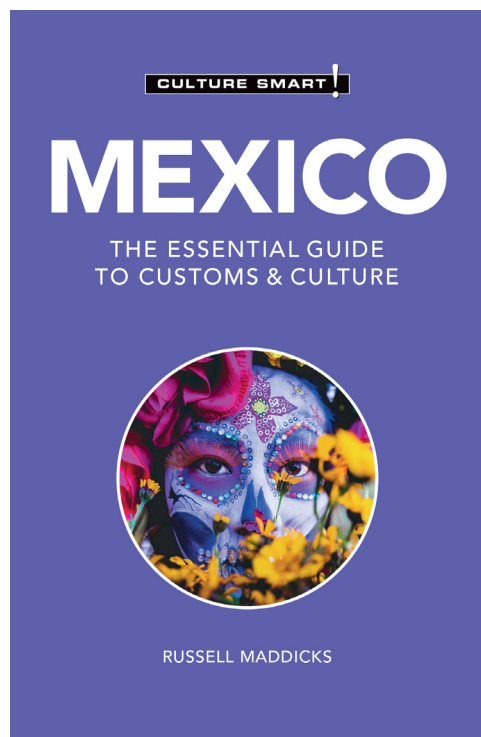
Russell Maddicks is a travel journalist who has spent the last twenty years exploring the countries of Latin America. Originally from the UK and fluent in Spanish, Russell has authored a number of acclaimed travel guides to a host of Latin American countries including Cuba, Ecuador, Venezuela, and Nicaragua.

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