

## Britain – Culture Smart!

### The Essential Guide to Customs & Culture

By Sarah Riches

Britain is emerging from a decade of historic change. A Scottish bid for independence saw the relationship of the four nations evolve, and the passing of the world's longest serving monarch, Queen Elizabeth II, marked the end of an era. Today, as the post-Brexit, post-Covid dust settles, the country is having to redefine itself in a multipolar world.

The challenges are many, yet so are the attributes that have enabled the peoples of these islands to find success over adversity time and again: an even-tempered reserve, tolerance, a love of fair play, a certain bloody-mindedness, and a sense of humour that turns misfortune to mirth. British pragmatism and ingenuity have ensured that, despite the setbacks, the country's economy remains the sixth largest in the world.

This new and updated edition of *Culture Smart! Britain* unpacks all this and more. Penetrate the polite veneer of the people, learn about their customs and traditions, become acquainted with their values and attitudes, and your experience of this green and pleasant land will be greatly enriched.

***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.**

Born and raised in the north of England, **Sarah Riches** spent five years living in Japan, Hong Kong, and Taiwan before moving to London to study magazine journalism. Sarah has since specialized in travel writing. She is the author of *London Almanac* and writes for *National Geographic Traveller*, *Conde Nast Traveller*, *Wanderlust*, and *Travel Almanac*. She also lived in the United Arab Emirates while she was the deputy editor of *Time Out Abu Dhabi*. When she's not working, Sarah enjoys exploring Britain and beyond, learning about indigenous cultures, and visiting friends around the world

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59 Hutton Grove, London, N12 8DS, UK  
Phone: +44 (0)20 8446 2440  
Office@kuperard.co.uk  
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Orders@centralbooks.com  
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**CULTURE SMART!**



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