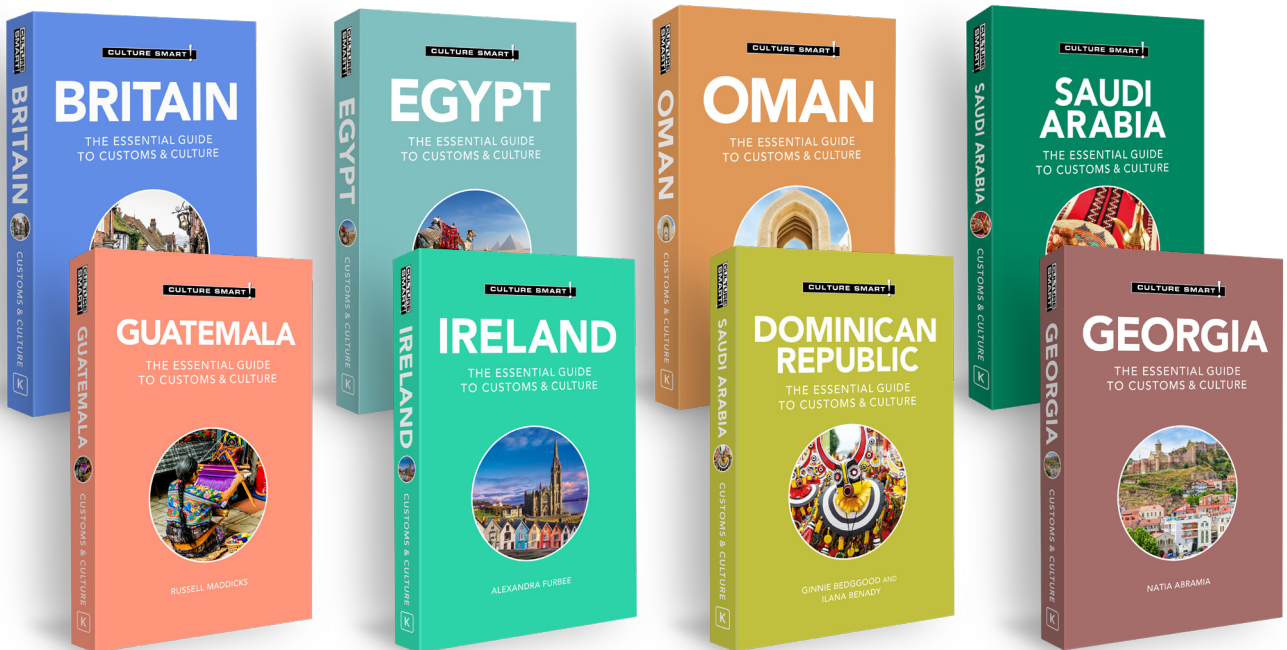


CULTURE SMART!

The Essential Guides to Customs and Culture Catalog 2025



- **GUATEMALA** 9781787023635 FEBRUARY 2025 • **IRELAND** 9781787023666 FEBRUARY 2025
- **DOMINICAN REPUBLIC** 9781787023697 JUNE 2025 • **GEORGIA** 9781787023727 JUNE 2025
- **BRITAIN** 9781787023574 JUNE 2024 • **EGYPT** 9781787023451 JUNE 2024
- **OMAN** 9781787023512 JUNE 2024 • **SAUDI ARABIA** 9781787023543 JUNE 2024

SERIES BESTSELLERS



9781787023048

9781787023420

9781787028760

9781787028920

9781787029002

9781787029040

KUPERARD

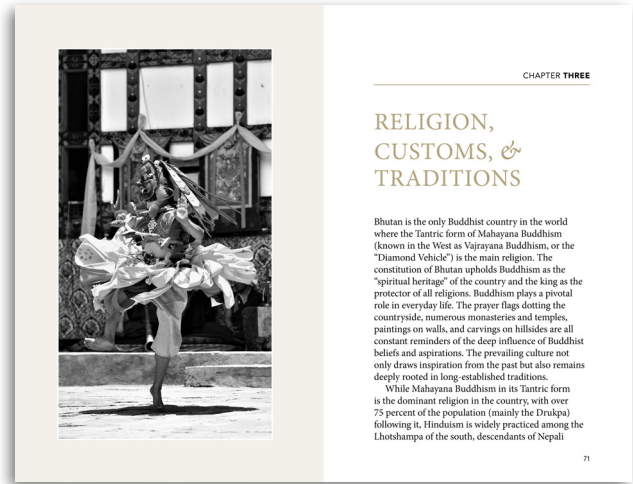
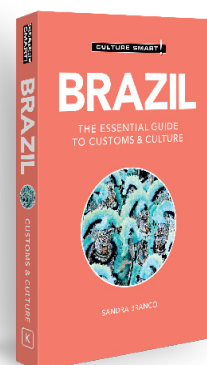
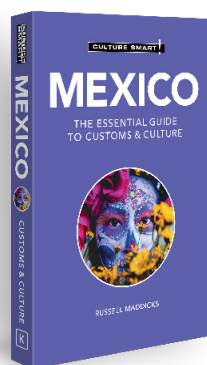
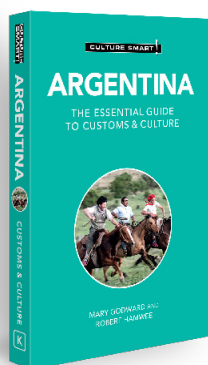
PUBLISHERS

Culture Smart! Series

Culture Smart! guides are written to help people have a richer and more meaningful experience abroad through a better understanding of the local culture. In 2021, after 22 years in publication and over 100 titles published, Kuperard relaunched the *Culture Smart!* series in a new design and with increased content. The new format is now being rolled out across all 110 titles, while new titles continue to be added to the list.

Culture Smart! guides offer a qualitative improvement to people's experience abroad by introducing them to the beliefs, attitudes, and behaviours of people in different countries, so that when they arrive at their destinations they are aware of local etiquette and the way things are done, and are well-equipped to succeed in their new environment, whether that be in the personal or business realms.

Our updated editions feature a new design and improved format and as such provide a better reading experience and appeal to a wider audience, strengthening the series' position as a leader in this travel niche category.



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.



Also Available in e-Book and Audio Formats

TPS: **170 x 110 mm**

Printing: **2-colour**

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

RRP: **£10.99 | USD \$14.99 | CAN \$19.99**

"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*

Unique to Culture Smart!

- *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.
- 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.
- *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.
- The series' market is not limited to travellers, it includes those going abroad for work and business, whether in the private or public sector. It has utility for digital nomads, exchange students, expats and their families, armchair travellers, and those interested in foreign culture.
- Designed for convenience, this compact and travel-sized option is perfect for readers on the go. It is also available in eBook and audiobook formats.
- The new and improved layout has been designed to help make the book more user-friendly and, due to better spacing and use of images, offers a better reading experience and allows for up to date content such as a section on Useful Apps.
- 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 travellers.
- Also available in the following languages: *French, Korean, Italian, Georgian*.

Complete List

Recent Releases

ISBN	TITLE	RRP (US/CAN)	ISBN	TITLE	RRP (US/CAN)
9781857336795	AFGHANISTAN	\$12.99/\$16.99	9781857338805	LAOS	\$11.99/\$15.99
9781787023369	ARGENTINA	\$14.99/\$19.99	9781857334531	LIBYA	\$9.95/\$12.95
9781857334937	ARMENIA	\$11.99/\$15.99	9781857333503	LITHUANIA	\$12.99/\$16.99
9781857338287	AUSTRALIA	\$11.99/\$15.99	9781857338782	MALAWI	\$12.99/\$16.99
9781857338676	AUSTRIA	\$12.99/\$16.99	9781787022768	MALAYSIA	\$14.99/\$19.99
9781857335446	AZERBAIJAN	\$12.99/\$16.99	9781857335422	MAURITIUS	\$12.99/\$16.99
9781857336955	BANGLADESH	\$12.99/\$16.99	9781787023420	MEXICO	\$14.99/\$19.99
9781857334722	BELARUS	\$12.99/\$16.99	9781857337174	MONGOLIA	\$12.99/\$16.99
9781787023123	BELGIUM	\$14.99/\$19.99	9781787023048	MOROCCO	\$14.99/\$19.99
9781787022522	BHUTAN	\$14.99/\$19.99	9781857336979	MYANMAR (BURMA)	\$9.95/\$12.95
9781857334852	BOLIVIA	\$9.95/\$12.95	9781857334739	NAMIBIA	\$12.99/\$16.99
9781857334845	BOSNIA & HERZEGOVINA	\$12.99/\$16.99	9781787028722	NEPAL	\$14.99/\$19.99
9781787022560	BOTSWANA	\$14.99/\$19.99	9781857338812	NETHERLANDS	\$12.99/\$16.99
9781787023390	BRAZIL	\$14.99/\$19.99	9781787023086	NEW ZEALAND	\$14.99/\$19.99
9781787023574	BRITAIN	\$14.99/\$19.99	9781857338768	NICARAGUA	\$12.99/\$16.99
9781787023277	BULGARIA	\$14.99/\$19.99	9781857336290	NIGERIA	\$12.99/\$16.99
9781787023154	CAMBODIA	\$14.99/\$19.99	9781857338836	NORWAY	\$12.99/\$16.99
9781787023246	CANADA	\$14.99/\$19.99	9781787023512	OMAN	\$14.99/\$19.99
9781857338737	CHILE	\$12.99/\$16.99	9781857336771	PAKISTAN	\$12.99/\$16.99
9781857338867	COLOMBIA	\$12.99/\$16.99	9781857333398	PANAMA	\$12.99/\$16.99
9781857336658	COSTA RICA	\$12.99/\$16.99	9781787022805	PERU	\$14.99/\$19.99
9781857334593	CROATIA	\$9.95/\$12.95	9781787022843	PHILIPPINES	\$14.99/\$19.99
9781857338485	CUBA	\$12.99/\$16.99	9781787023307	POLAND	\$14.99/\$19.99
9781787028807	CHINA	\$14.99/\$19.99	9781787023338	PORTUGAL	\$14.99/\$19.99
9781787022607	CYPRUS	\$14.99/\$19.99	9781857338621	ROMANIA	\$12.99/\$16.99
9781787022928	CZECH REPUBLIC	\$14.99/\$19.99	9781787028685	RUSSIA	\$14.99/\$19.99
9781857338843	DENMARK	\$11.99/\$15.99	9781857338799	RWANDA	\$12.99/\$16.99
9781787023697	DOMINICAN REPUBLIC	\$14.99/\$19.99	9781787023543	SAUDI ARABIA	\$14.99/\$19.99
9781787023000	ECUADOR	\$14.99/\$19.99	9781857334920	SCOTLAND	\$12.99/\$16.99
9781787023451	EGYPT	\$14.99/\$19.99	9781857336597	SERBIA	\$12.99/\$16.99
9781857333534	ESTONIA	\$12.99/\$16.99	9781857338874	SINGAPORE	\$12.99/\$16.99
9781787022645	ETHIOPIA	\$14.99/\$19.99	9781857335668	SLOVAKIA	\$12.99/\$16.99
9781787029088	FINLAND	\$14.99/\$19.99	9781857336009	SLOVENIA	\$11.99/\$15.99
9781787022683	FRANCE	\$14.99/\$19.99	9781857338720	SOUTH AFRICA	\$12.99/\$16.99
9781787023727	GEORGIA	\$14.99/\$19.99	9781787028647	SPAIN	\$14.99/\$19.99
9781787028845	GERMANY	\$14.99/\$19.99	9781857338850	SRI LANKA	\$11.99/\$15.99
9781787022720	GHANA	\$14.99/\$19.99	9781787022881	SWEDEN	\$14.99/\$19.99
9781857338706	GREECE	\$12.99/\$16.99	9781787028609	SWITZERLAND	\$14.99/\$19.99
9781787023635	GUATEMALA	\$14.99/\$19.99	9781857335262	SYRIA	\$9.95/\$12.95
9781857338690	HONG KONG	\$12.99/\$16.99	9781857334838	TANZANIA	\$12.99/\$16.99
9781857338683	HUNGARY	\$12.99/\$16.99	9781787022966	THAILAND	\$14.99/\$19.99
9781787029040	ICELAND	\$14.99/\$19.99	9781857335439	TRINIDAD AND TOBAGO	\$9.95/\$12.95
9781787029002	INDIA	\$14.99/\$19.99	9781857334777	TUNISIA	\$12.99/\$16.99
9781787028968	INDONESIA	\$14.99/\$19.99	9781787023185	TURKEY	\$14.99/\$19.99
9781857338478	IRAN	\$11.99/\$15.99	9781857338744	UAE	\$12.99/\$16.99
9781787023666	IRELAND	\$14.99/\$19.99	9781787028562	UGANDA	\$14.99/\$19.99
9781787023482	ISRAEL	\$12.99/\$16.99	9781857336634	UKRAINE	\$12.99/\$16.99
9781787028760	ITALY	\$14.99/\$19.99	9781787023215	USA	\$14.99/\$19.99
9781857335286	JAMAICA	\$12.99/\$16.99	9781857338522	UZBEKISTAN	\$12.99/\$16.99
9781787028920	JAPAN	\$14.99/\$19.99	9781857336573	VENEZUELA	\$9.95/\$12.95
9781857336818	KAZAKHSTAN	\$11.99/\$15.99	9781787028524	VIETNAM	\$14.99/\$19.99
9781857338584	KENYA	\$12.99/\$16.99	9781857338775	ZAMBIA	\$12.99/\$16.99
9781787028883	KOREA	\$14.99/\$19.99	9781857336443	PREPARING FOR YOUR MOVE ABROAD	\$19.95/\$22.95

59 Hutton Grove, London, N12 8DS, UK

Phone: +44 (0)20 8446 2440

office@kuperard.co.uk

Distributed in the United Kingdom

by Central Books

orders@centralbooks.com

Phone: +44(0)20 8525 8800

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

Tel: +1 (312) 337 0747

E-mail: frontdesk@ipgbook.com

