

Botswana – Culture Smart!

The Essential Guide to Customs & Culture

By Mike Main

Botswana is a country of contrasts. More than 80 percent of its land is described as desert, yet it is far from barren. The red sand of the Kalahari conceals boundless wealth in the form of coal, methane, copper, and diamonds. Culturally, the people are overwhelmingly Bantu, but with more than twenty different ethnic groups and over thirty languages spoken, the society is by no means homogeneous. In the years since independence the country and its economy have made extraordinary strides, and Botswana is rightly seen as a model of democratic, planned development. But, for all that, traditional African values lie close to the surface.

Culture Smart! Botswana introduces you to the lives of the people. It looks at the history that has shaped the society and shows the importance of traditional customs and values for both travelers and businesspeople alike. It describes how the Batswana live, work, and play, and how to avoid the pitfalls of cultural misunderstanding.

***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.**

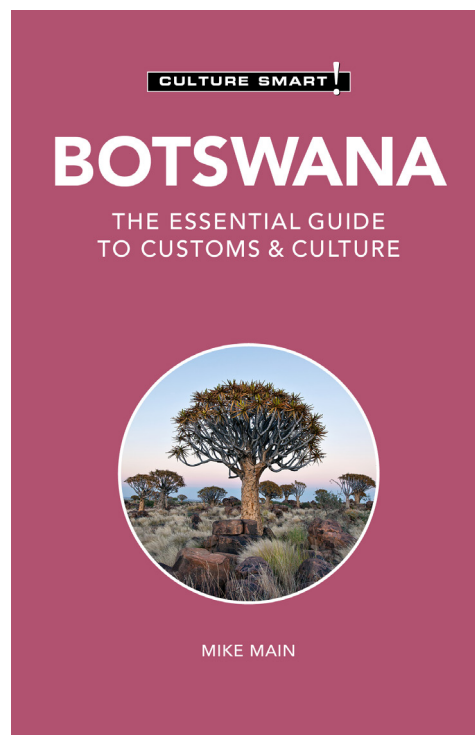
Mike Main Originally from England, has lived in West, East, Central, and Southern Africa for most of his life and is now, after twenty-five years there, a citizen of Botswana. In addition to a professional career specializing in leadership and team building, he is also a keen photographer and safari guide. He has written a number of books on southern Africa and is a committee member of Transparency International and The Botswana Society, and chairman of the Maru-a-Pula School Council and the Gaborone Music Society.

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