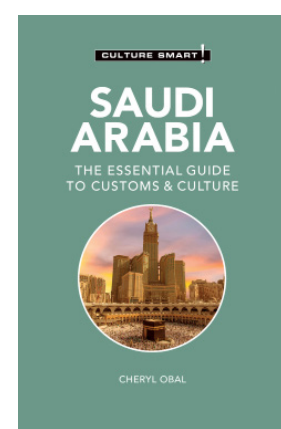
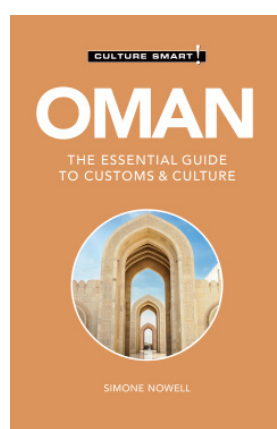
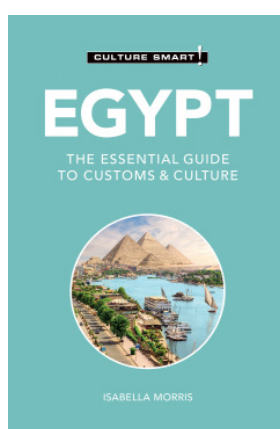
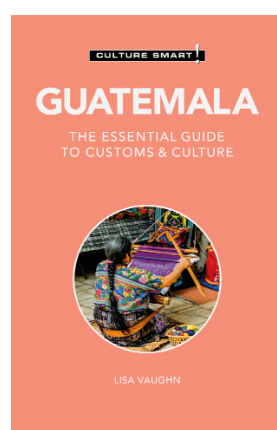


CULTURE SMART!

The Essential Guides to Customs and Culture Catalogue 2024



- **BRITAIN** 9781787023574 APRIL 2024 • **COSTA RICA** 9781787023604 SEPTEMBER 2024
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KUPERARD
PUBLISHERS

Culture Smart! Series Relaunch

Culture Smart! guides are designed to help people have a richer and more meaningful experience abroad through a better understanding of the local culture. After 17 years in publication and more than 100 titles published, Kuperard relaunched the series in 2021, introducing a new design, new format, and added content.

Culture Smart! guides offer a qualitative improvement to people’s experience abroad by telling them about the beliefs, attitudes, and behaviors of the people they will meet, so that when they arrive at their desination they are aware of local manners and can navigate the unfamiliar situations that they are likely to encounter.

As of January 2024, 45 series titles have been published in the new format and Kuperard continues to update the remaining titles in the series.



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, on the effects of Covid-19, and makes use of larger images for greater impact.
- The new format has been to designed to help make the book more user friendly and 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 the national psyche.
- 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 etiquette—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*

Also Available in e-Book and Audio Formats

TPS: **170 x 110 mm**

Printing: **2-colour**

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

RRP: **£9.99 | USD \$14.99 | CAN \$19.99**

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 change.
- The series’ market is not limited to travellers but includes those going 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 sociology.
- 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.

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