

Brazil – Culture Smart!

The Essential Guide to Customs & Culture

By Sandra Branco



For many people Brazil conjures up images of football, Carnival, and fine coffee, but it's much more than beaches and bossa nova. If we could choose only one word to describe Brazil, it would be diversity. The variety of lifestyles, ethnic groups, landscapes, and climate is simply enormous.

Jeitinho is how Brazilians deal creatively with life's everyday complications. Literally translated as a "little way," in practice it means that regardless of the rules or systems in place, where there is a will there is also usually a way. The jeitinho is so ingrained in daily life that you can see examples everywhere; managing to get a seat when all the places are booked up, traveling with more luggage than is allowed, or successfully ordering something that isn't even on the menu.

Culture Smart! Brazil is your guide to understanding the Brazilian people, their values, and the complexities of their national identity. Familiarize yourself with their traditions, culture, and way of life and your experience of this beautiful life-affirming country 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.**

Sandra Branco is a Brazilian-born writer now living in the UK. After graduating in Communications from Sao Paulo University she worked as a video and television producer and scriptwriter in Sao Paulo, Rio de Janeiro, Recife, Bahia, and Ceara, before going on to gain an MA in Screenwriting at the Northern School of Film and Television in Leeds. She now lives and works in London.



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