

## Sweden – Culture Smart!

### The Essential Guide to Customs & Culture

By Neil Shipley

Sweden is a strikingly beautiful country with a reverence for the natural environment. Its extremes in geography, climate, and history have given rise to a population that values honesty, self-sufficiency, and harmony. Swedes are a rights-driven, modern, and tech-savvy people who also retain a deep respect for their own cultural legacy. A good background knowledge of the beliefs and values that make up the Swedish way of life will prove invaluable for anyone hoping to do more than just scratch the surface.

*Culture Smart! Sweden* offers insights into the lives and personalities of the Swedes today, along with tips on socializing, communication, and how to make the most of your time there.

***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.**

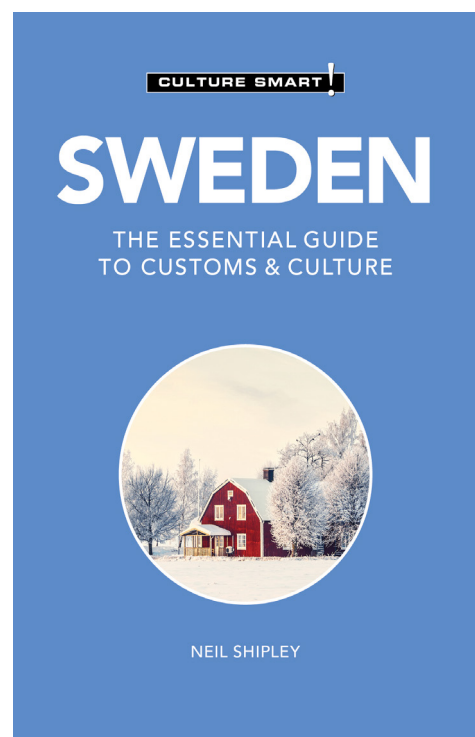
**Neil Shipley** is an intercultural trainer. Born in England, he has a B.A. in Literature from the University of Essex, Colchester, and an M.A. in intercultural Competence from Donau University in Austria. In 1994 he headed to Sweden, intending to live there for a year before moving on. Seduced by the beauty of the countryside, the coolness of the cities, and the values of the Swedish people, he stayed. Today Neil is firmly rooted in Swedish society and is a leading expert on Swedish culture. He has lectured in more than fifty countries and has worked with many Swedish international organizations as well as the Swedish government, lecturing and providing seminars on Swedish culture and society. Since 2013 he has been writing a popular blog called *Watching the Swedes*, where he shares his perspectives on Swedish life.

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**CULTURE SMART!**



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