

Spain – Culture Smart!

The Essential Guide to Customs & Culture

By Bélen Aguado Viguer and Marian Meaney

In the popular imagination Spain conjures up a picture of rapacious conquistadores, fiery flamenco dancers, and brilliant artists. All true enough – but how closely does everyday life in modern Spain conform to these dramatic stereotypes?

Culture Smart! Spain explores the complex human realities of contemporary Spanish life. It describes how Spain's history and geography have created both strongly felt regional differences and shared values and attitudes. It reveals what the Spaniards are like at home, and in business, how they socialize, and how to build lasting relationships with them. The better you understand the Spanish people, the more you will be enriched by your experience of this vital, warm, and varied country – where the individual is important, and the enjoyment of life is paramount.

***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.**

Bélen Aguado Viguer is a protocol, diplomacy, and tourism expert. At present she works as a coordinator of international mobility and development at the Universitat Internacional de Catalunya.

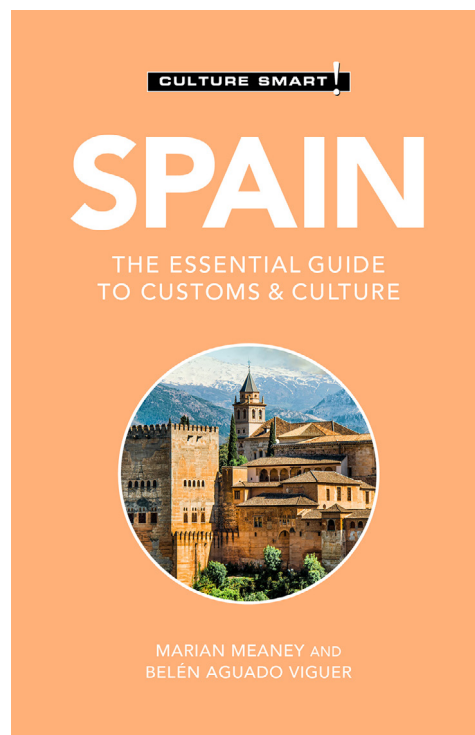
Marian Meaney is a teacher, translator, and interpreter who lived and worked in Spain for twenty years. A fluent-Spanish speaker, she ran English-language academies in Malaga and Barcelona, and has advised both Spanish businesses and government organizations on international exchange programs.

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