

Portugal – Culture Smart!

The Essential Guide to Customs & Culture

By Sandy Pinto Basto

Legend has it that when Caesar's general arrived on Portuguese soil in the first century CE, he claimed to have discovered a country blessed with a mild climate and a beautiful coastline, but whose inhabitants were ungoverned and ungovernable. Today, the Portuguese are still impulsive, set in their ways, and resistant to change, yet they are ever charming, romantic, and nostalgic, with an unshakable loyalty toward family and friends.

Culture Smart! Portugal takes you beneath the surface of this fascinating country and shows you how to blend in and make the most of your visit. In these pages, you will gain insight into Portuguese priorities and learn how to tap into a helpful and resourceful nature that is often overlooked by the casual visitor. Beneath a sometimes vociferous manner, the Portuguese are laid-back and gentle, so slacken your pace, put away your watch, and enjoy the rich meals, lively festivals, and ancient traditions of this great land.

***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.**

Sandy Pinto Basto is a translator, writer, editor, and relocation consultant. Educated in London (UK) and Toronto, she graduated in Film and Communications from McGill University in Montreal, and gained a postgraduate degree in Marketing from Universidade Católica in Lisbon. A Portuguese native who spent most of her childhood abroad and has lived in several cities in North America and Portugal, Sandy has first-hand knowledge of the joys and pitfalls of encountering a new place and culture.

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CULTURE SMART!



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