

## Ecuador – Culture Smart!

### The Essential Guide to Customs & Culture

By Russell Maddicks

Ecuador's population reflects a unique blend of cultures; from mountain peoples whose ancestors inhabited their highland villages before the arrival of the Incas, to the Afro-Ecuadorians of Esmeraldas, and the tribal peoples of the Amazonian rainforest. The people who inhabit the diverse landscapes of this beautiful land are proud, friendly, hospitable, and hardworking, but to understand the culture in any depth you need to know the complex historical divisions between the highlands and the coast, and the rigid class and racial discrimination that has dominated the country's history.

This updated edition of the award-winning *Culture Smart!* guide to Ecuador takes you beyond the usual descriptions of what to see and digs into the heart of this multilayered nation to give you an insider's view of the people and their traditions, history, food, and culture, and the practical tools 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.**

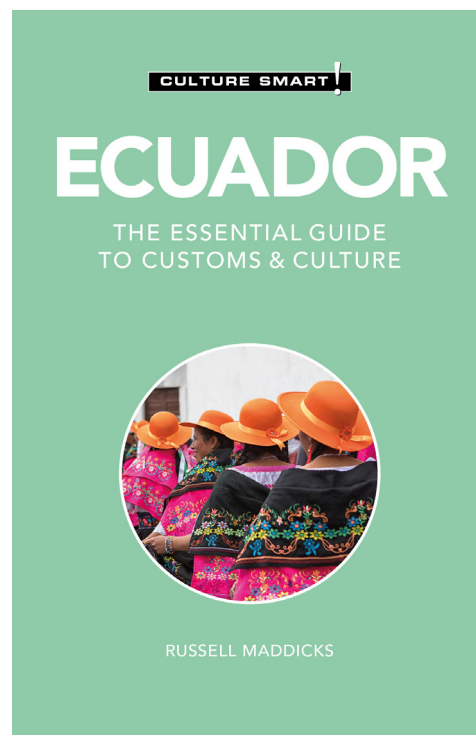
**Russell Maddicks** is a travel journalist who has spent the last 20 years exploring the countries of Latin America. Originally from the UK and fluent in Spanish, Russell has authored a number of acclaimed travel guides to a host of Latin American countries including Cuba, Mexico, Venezuela, and Nicaragua.

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**CULTURE SMART!**



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