

**CULTURE SMART!**

## The Essential Guides to Customs and Culture Catalog 2025



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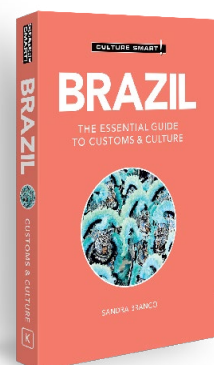
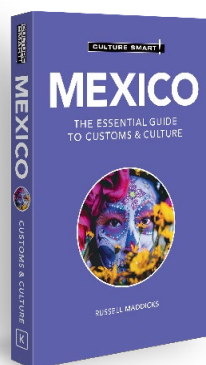
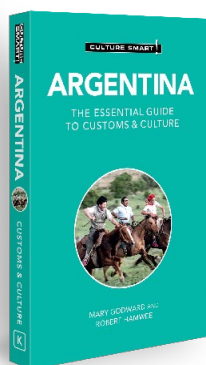
**KUPERARD**  
PUBLISHERS

# Culture Smart! Series

*Culture Smart!* guides are written to help people have a richer and more meaningful experience abroad through a better understanding of the local culture. In 2021, after 22 years in publication and over 100 titles published, Kuperard relaunched the *Culture Smart!* series in a new design and with increased content. The new format is now being rolled out across all 110 titles, while new titles continue to be added to the list.

*Culture Smart!* guides offer a qualitative improvement to people's experience abroad by introducing them to the beliefs, attitudes, and behaviours of people in different countries, so that when they arrive at their destinations they are aware of local etiquette and the way things are done, and are well-equipped to succeed in their new environment, whether that be in the personal or business realms.

Our updated editions feature a new design and improved format and as such provide a better reading experience and appeal to a wider audience, strengthening the series' position as a leader in this travel niche category.



## What do Culture Smart! guides do?

For each country, they help readers:

- Understand the impact of key historical, political, and cultural events on national identity.
- Understand local values, attitudes, customs, and traditions.
- Navigate new and unfamiliar situations with confidence and sensitivity.
- Communicate effectively, both verbally and non-verbally.
- Avoid cultural misunderstandings and faux pas.
- Become proficient in local business practice—invaluable information for those travelling for work.



### Also Available in e-Book and Audio Formats

TPS: **170 x 110 mm**

Printing: **2-colour**

Extent: **200 pages, 32,000 words**

RRP: **£10.99 | USD \$14.99 | CAN \$19.99**

*"Culture Smart! has come to the rescue of many hapless travellers,"*

*- Sunday Times Travel*

*"...the perfect introduction to the weird, wonderful and downright odd quirks and customs of various countries,"*

*- Global Travel*

*"...full of fascinating, as well as common sense, tips to help you avoid embarrassing faux pas,"*

*- Observer*

*"...as useful as they are entertaining,"*

*- Easy Jet Magazine*

*"...offer glimpses into the psyche of a faraway world,"*

*- New York Times*

## Unique to Culture Smart!

- *Culture Smart!* is not a competitor to traditional travel guides. Rather, it offers an "extra sale" on any given destination, similar to phrasebooks or maps.
- Written and edited by specialists, *Culture Smart!* content is not found in other travel guides, nor is it attainable online in the breadth, depth, or format offered here.
- *Culture Smart!* content does not age like other travel guides. While new editions are published every 3-5 years, the nature of the content means they do not go out of date.
- The series' market is not limited to travellers, it includes those going abroad for work and business, whether in the private or public sector. It has utility for digital nomads, exchange students, expats and their families, armchair travellers, and those interested in foreign culture.
- Designed for convenience, this compact and travel-sized option is perfect for readers on the go. It is also available in eBook and audiobook formats.
- The new and improved layout has been designed to help make the book more user-friendly and, due to better spacing and use of images, offers a better reading experience and allows for up to date content such as a section on Useful Apps.
- In publication since 2003, the series now offers guides to more than 100 countries around the world and has established a unique niche in the travel market that aligns with the values of today's travellers.
- Also available in the following languages: *French, Korean, Italian, Georgian*.

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