

Bulgaria – Culture Smart!

The Essential Guide to Customs & Culture

By Juliana Tzvetkova



Bulgaria, situated in southeastern Europe on the Black Sea, is one of Europe's best-hidden secrets. A haven for nature and history buffs, this youngest member of the European Union has been riding a rollercoaster of radical transformation since emerging from the Eastern Bloc three decades ago, changing dramatically in many ways and yet preserving its own particular charm and slow-paced way of life.

Invasions and waves of migration, dating back to neolithic and classical times, have contributed to a unique cultural mosaic. The seventh-century Bulgarian empire dominated the Balkans and was a powerhouse of Slavonic culture. Later, Ottoman conquest and Soviet influence left their mark on the national psyche.

Culture Smart! Bulgaria provides a key to understanding the Bulgarian people. It outlines their long and complex history, shows you what everyday life is like there today, and offers advice on what to expect and how to navigate unfamiliar cultural terrain. This is a small country of proud and persevering people. Familiarize yourself with their traditions and way of life, and the warmth and hospitality you are shown in return will conquer your heart and bring you back time and again.

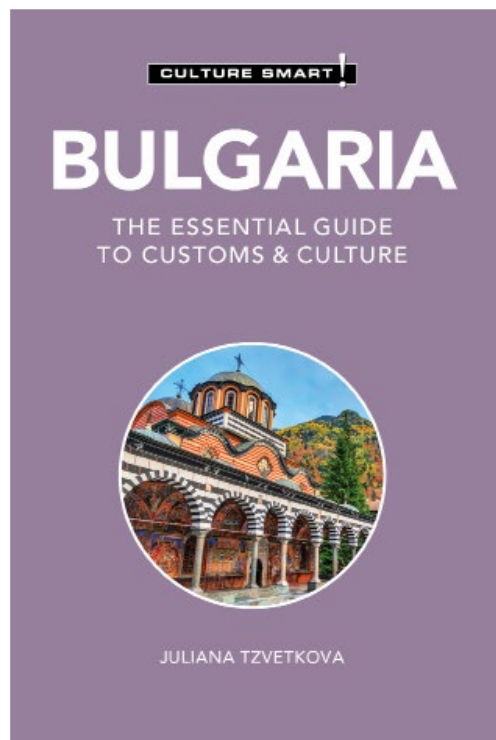
***Culture Smart!* guides are created to help travelers have a more meaningful and successful time abroad through a better understanding of the local culture. Chapters on values, attitudes, customs, and daily life will help you make the most of your visit, while tips on etiquette and communication will help you navigate unfamiliar situations and avoid faux pas.**

Juliana Tzvetkova is an academic and intercultural intelligence trainer with a passion for education. She was born and educated in Bulgaria, where she gained a Ph.D. in Social Philosophy. In the late nineties she moved to Canada with her family and taught at **community colleges in Toronto**. She has since worked on educational projects around the globe—from Bulgaria to Angola, Canada to China, the UAE to Kazakhstan. Today she works in student recruitment and continues to provide intercultural intelligence training as well as developing her personal cultural project, Kanadiana.



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