

## Peru – Culture Smart!

### The Essential Guide to Customs & Culture

By John Forrest and Julia Porturas

In the popular imagination, Peru conjures up images of mysterious ancient civilisations, awe-inspiring Inca ruins, ruthless conquistadores, amazing biodiversity, and spectacular Andean scenery. All true, but visitors will discover much more to Peru than this. In Peru the distinctive Spanish and indigenous cultures that first encountered each other five hundred years ago have progressively integrated. However, the ongoing process of mixing raises questions about the nature of Peruvian identity, and Peruvian society remains economically and culturally divided.

*Culture Smart! Peru* introduces you to the changing realities of modern Peru. It describes contemporary values and attitudes, key customs and traditions, and reveals what people are like at home, in business, and in their social lives. Peruvians are outgoing, sociable, and laid-back; get to know them, and they will respond with warmth and generosity.

***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.**

**John Forrest** is a teacher and writer based in London. He first traveled to Peru in 1981, and returns regularly to lead study and trekking tours. He is currently a researcher and the logistics coordinator with a Cambridge University research project in Peru. He is chairman of the Peruvian rainforest charity, the Tambopata Reserve Society, and a former vice-chairman of the Anglo-Peruvian Society.

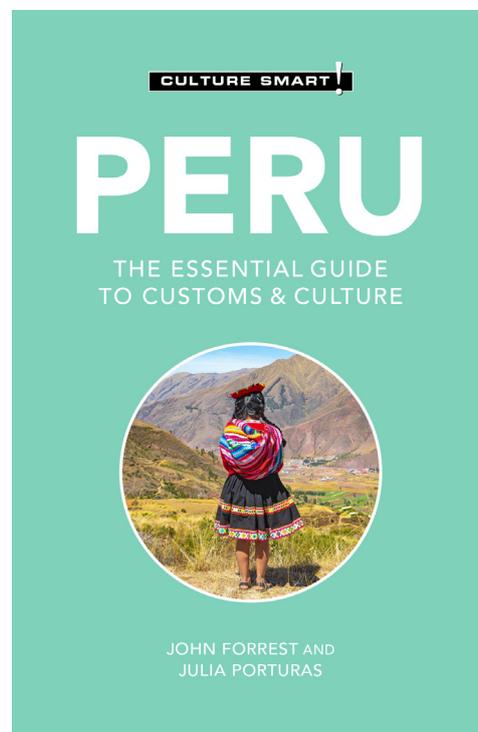
**Julia Porturas** was born in Peru and studied at La Católica University in Lima and Birkbeck College, London, where she graduated with a B.A. Hons in Hispanic and Latin American Studies. In Peru, she worked for several years for a major state enterprise. She is now the administrator of a professional society, in London.

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59 Hutton Grove, London, N12 8DS, UK  
Phone: +44 (0)20 8446 2440  
Office@kuperard.co.uk  
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**CULTURE SMART!**



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