

## Canada – Culture Smart!

### The Essential Guide to Customs & Culture

By Diane Lemieux and Juliana Tzvetkova

Unsuspecting outsiders often assume that Canadians are just like their American neighbors, if perhaps a little more modest. However, there is much more to it than that. Canadian society is a complex mosaic of distinct cultural identities that vary from province to province, and with high levels of immigration, it is one of the most multicultural societies in the world. The country's unique development through devolution, rather than revolution, affects the way Canadians view the world and their place in it, and numerous events of the last decade have challenged their self-image and tested its substance.

*Culture Smart! Canada* takes you to the heart of this diverse nation. It unpacks the key chapters in their history, describes the values that Canadians hold dear, and the attitudes that you are likely to encounter. It introduces you to the people and describes their way of life, at home, work, and play.

The people you will meet in Canada will more than likely be friendly and welcoming, but demonstrate an understanding of their culture and an awareness of their traditions and your time spent with them will be greatly enriched.

***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.**

**Diane Lemieux** was born in Quebec, and has lived and worked in eleven countries. After completing studies in Communication and International Relations, Diane embarked on a career in international development before deciding to pursue her passion: writing. She is the author of four books, including *The Mobile Life: A New Approach to Moving Anywhere* and *Culture Smart! Nigeria*.

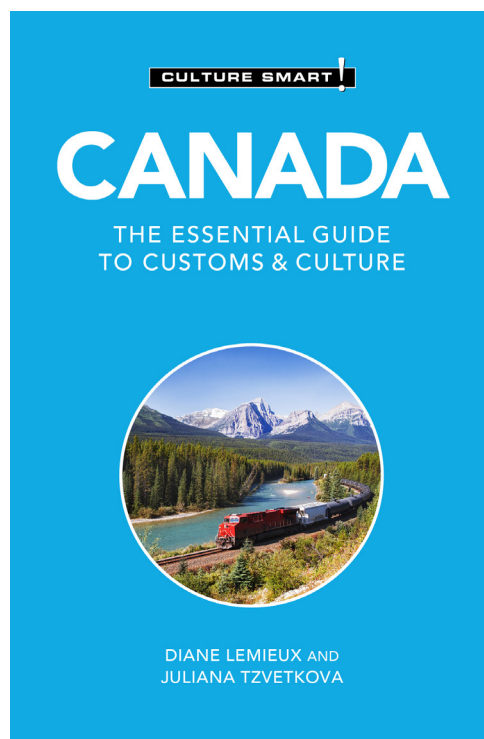
**Juliana Tzvetkova** is an academic and intercultural intelligence trainer with a passion for education. In the late nineties she moved to Canada and taught at community colleges in Toronto. Today she works in student recruitment and continues to provide intercultural intelligence training as well as developing her personal cultural project, *Kanadiana*.

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**CULTURE SMART!**



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