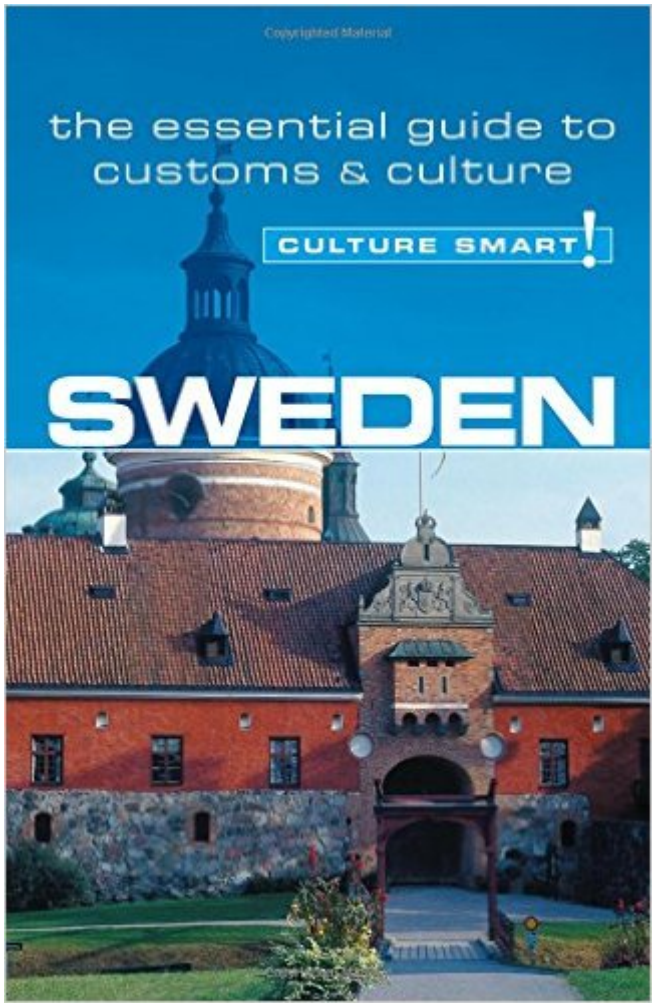
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# Sweden - Culture Smart!: The Essential Guide To Customs & Culture




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## Synopsis

Culture Smart! provides essential information on attitudes, beliefs and behavior in different countries, ensuring that you arrive at your destination aware of basic manners, common courtesies, and sensitive issues. These concise guides tell you what to expect, how to behave, and how to establish a rapport with your hosts. This inside knowledge will enable you to steer clear of embarrassing gaffes and mistakes, feel confident in unfamiliar situations, and develop trust, friendships, and successful business relationships. Culture Smart! offers illuminating insights into the culture and society of a particular country. It will help you to turn your visit-whether on business or for pleasure-into a memorable and enriching experience. Contents include * customs, values, and traditions * historical, religious, and political background * life at home * leisure, social, and cultural life * eating and drinking * do's, don'ts, and taboos * business practices * communication, spoken and unspoken

## Book Information

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## Customer Reviews

"Culture Smart has come to the rescue of hapless travellers." Ã¢â ¬â •Sunday Times TravelÃ Â

As a swede, I read this book for my enjoyment. I downloaded it along with other culture guide books to get a feel for how accurate a general description of another culture might be. And though I imagine a great deal of the advise might be helpful, such as the removal of shoes upon entering swedih homes, large parts of the way swedish culture is described comes with strange political bias

which would not be helpful to swallow without scrutiny. For example, the book critizises swedish unions "strangelhold" on workplaces and how it affects swedes. This is a political opinion, and not how most swedes would describe the situation. It is, however, the political opinion of a part of the (swedish) liberal right. For those familiar with swedish political landscape, it is clear that those opinions are not mainstream in Sweden and thus not very representative of the country. When I read the book I get the impression that the author has spent a lot of time with rather insular groups of well-to-do business people, and that she has turned their bias (and hers) into "facts about Sweden". Alternatively, she has her own right wing bias and it shows through how and what she is writing about. Her description of the "Jantelagen" is lifted in its entirety from the grievances of right wing pundits, and what most swedes would describe as a deeply rooted tradition of social justice and equal opportunities is described by the author as "the royal swedish envy" - which also is an expression used by the right wing, with clearly political connotations, it is often heard when discussiong the high taxes for the wealthy, meaning that transferral systems is all about envy of the rich. This is also not a discussion unique fÃƒÂ¶r Sweden.Anyway. Some interesting and some fun things, but read this with more than a pinch of salt - the ordinary swede might feel a little confused or even insulted of you assume this content is common conceptions. I was rather offended about how the writer says the high taxes makes swedes unmotivated and uninterested in work. What does she base this on? What facts? What numbers? Just her own ideas. On the other hand, if you are only going to interact with urban right wing people, the upper classes and/or business leaders you might fit right in. But they are a smaller portion of swedes. This book will make the rest of swedes seem harder to understand than before you read the book. Even though you yourself as a reader might not agree with swedish politics or the swedish system, a travel guide should help you understand the culture and the system in a more objective and nuanced way.

Very good, interesting and complete book about Sweden; understandably it’s directed to American public, so I was actually more surprised with the author not liking some aspects of Swedish culture that are just like here in Argentina (e.g. "cold" attention by waiters in restaurants, numbered queues, etc.); but I recommend it a lot! Don’t go to Sweden before reading it.

One of the best books I’ve ever read.

I’m quickly becoming a fan of the culturesmart series. This particular book was well-written, full of necessary information and more than worth the meager price.

Not at all. It felt like the author neither had been to Sweden nor have much of an exposure to Swedish culture.

gave as gift

Our son and his family is moving to Sweden and we have read this book before going to see them. Full of great info about the country.

Although written by and mainly for North Americans, this book opens some main aspects of Sweden, it’s culture, habits, lifestyles, business culture, etc.

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