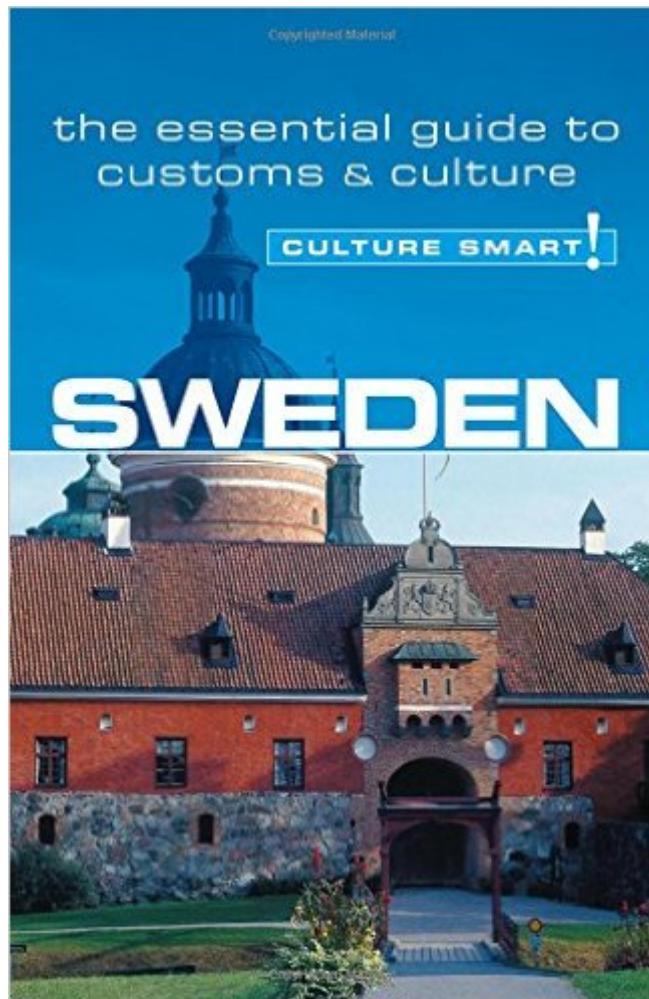


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Sweden - Culture Smart!: The Essential Guide To Customs & Culture



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

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Customer Reviews

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 swedish 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 criticizes 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 discussing the high taxes for the wealthy, meaning that transferral systems is all about envy of the rich. This is also not a discussion unique fÃ¶r Sweden. Anyway.

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