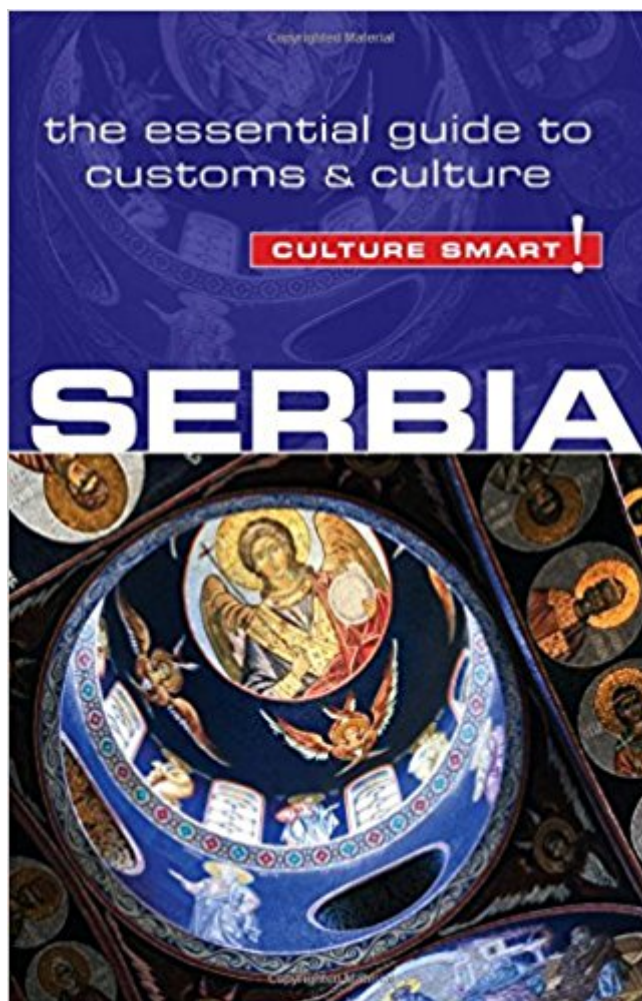


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# Serbia - Culture Smart!: The Essential Guide To Customs & Culture



## Synopsis

Serbia, a landlocked country at the crossroads of Central and Southeastern Europe, covers the southern part of the Pannonian plain and the central part of the Balkans. The dominant power in the former Yugoslavia, it has had a bad press in the West. However, the truth is much more nuanced and interesting than that portrayed by the media. Serbia is a country with wonderful scenery, architectural riches, and a vibrant arts scene, waiting to be discovered by Westerners. Â Serbs are proud, passionate, and generous people with an independent streak. They have always had to fight for survival, first against the Ottoman Turks and then against the Habsburg Empire. Following the First World War, they took the lead in forming independent Yugoslavia. They resisted Hitler heroically. Under Titoâ™s rule Yugoslavia steered an independent course. After his death the multinational state disintegrated amid bitter conflict. The war over the secession of the province of Kosovo saw Serbia bombed by NATO forces for two and a half months. The Serbian peopleâ™s reaction to their hardline Communist regime was the Bulldozer Revolutionâ”a campaign of civil resistance that returned the country to democracy in 2000. Â Against this turbulent backdrop, the visitor to Serbia needs to be well informed and sensitive to peopleâ™s feelings. Culture Smart! Serbia introduces you to a diverse, complex, and dynamic society. It offers background information on Serbian history and customs, and essential advice on what to expect and how to behave in different circumstances. If you show interest and respect, you will receive a warm welcome and lasting loyalty in return.

## Book Information

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## Customer Reviews

Culture Smart! has come to the rescue of hapless travellers, Sunday Times Travel - ...the perfect introduction to the weird, wonderful and downright odd quirks and customs of various countries, Global Travel - ...full of fascinating, as well as common sense,

Lara Zmukic grew up in Montenegro and Serbia, trained as an economist, and graduated from the Novi Sad Faculty of Economics in northern Serbia. In 1997 she moved to Great Britain, where she met and married her husband. Today she is the managing director of a media company specializing in the production and post-production of video content for a varied range of blue-chip clients, including the BBC, CNN, and Xerox. She divides her time between London, Belgrade, and Montenegro, where she still has many family connections.

Assigned reading. The history parts are fine, and the language stuff as well. However, the author paints with a very broad brush when she talks about "the Serbian people" or "the Serbian culture." Too many sweeping generalizations. Perhaps that is difficult to avoid in an introductory piece, but it's inherently misleading. Anyway, good in part.

This was a good intro to Serbia, with lots of history and useful cultural tidbits. There was even some practical information on getting to Serbia and getting around. The only thing I would supplement is the language section--the list of phrases was pretty short, so we had to supplement with some of our own research. Otherwise, it had everything we needed to know for our trip.

We always want to be respectful of the cultures and countries we visit. We appreciated the insight in this quick read reference!

I bought this for someone else who is a tour leader in the Balkans. She says this book is great.

Tons of information, very well presented. Excellent to read before a trip.

This is a highly accessible and contemporary overview of modern Serbia that provides a solid briefing for the first-time visitor.

very nice book

Ok item. Not up to date as it could be. A waste for a travel guide. I do not recommend. Waste of money

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