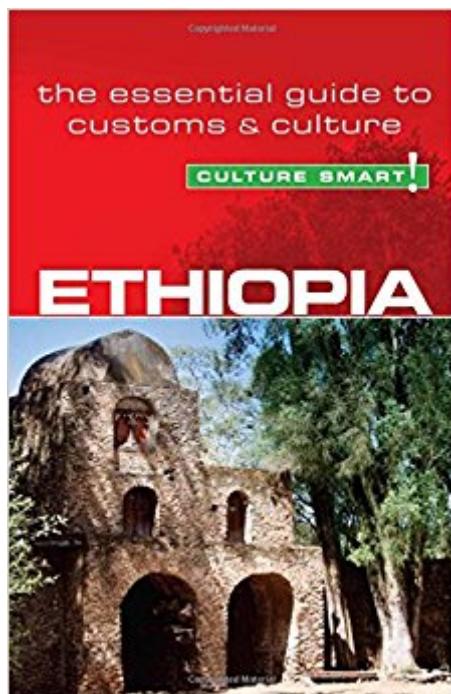


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# Ethiopia - Culture Smart!: The Essential Guide To Customs & Culture



## **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

## **Book Information**

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## **Customer Reviews**

"Culture SmartÃ¢Â has come to the rescue of hapless travellers." Ã¢â€¢Sunday Times Travel

Sarah Howard is a botanical artist and writer who spent her childhood in Kenya. After graduating in African History and Social Anthropology from the School of Oriental and African Studies, University of London, in 1977, she became a journalist and researcher for two Anglican mission agencies, and undertook the archiving of the Leakey family papers in Kenya. After her marriage, she began

commuting between Scotland and Ethiopia: in Scotland she runs a small business specializing in roasting Ethiopian coffees; in Ethiopia she is currently painting portraits of endemic plants. She helped illustrate the seminal Flora of Ethiopia and Eritrea, and has written articles about the country for Selamta, the in-flight magazine of Ethiopian Airlines.

This little book is packed with information and insights that helped me understand a culture that was complete foreign to me ahead of my first visit. It contained all of the great parts of a guidebook, without heavy page after page of advice on where to stay and eat, which I didn't need. It's clear that the author understands both Ethiopian and western culture -- she helped me to understand how the two worlds perceive and interact with each other. Particularly helpful to me in my recent visit: 1. How/why Ethiopian people both respect and look down on westerners. 2. The Ethiopian system of telling time, which is completely different than western time. 3. Traditional greetings (so I was prepared when I was offered a wrist-shake) This was my first Culture Smart book -- I'll definitely seek them out in the future.

Good middle grade book about Ethiopia. Only complaint I've heard is it needs more pictures--from someone who doesn't like to read.

very happy

I would definitely recommend this book for a business person or researcher going to Ethiopia. It is clear the author has first hand experience in the country. It is not too exhausted, but has just the right about of information.

I am planning to make and deliver a slideshow with images from our recent trip to Ethiopia. This handy and easy to read book will supplement the knowledge I have of Ethiopia and add to the information I present along with the images.

generalizations and stereotypes.

This book will really be used in our family as we have a little granddaughter from Ethiopia. Learning customs and the culture of her native country is important to all of us. It will also be helpful to anyone traveling in a country whose customs may be different but which are greatly valued.

A great overview of cultural topics. Sections are short and easy to ready. Provides a great flavor of the people, food, and customs. This also helped me identify specific historical events and geographic places to study before my trip.

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