

Ethiopia – Culture Smart!

The Essential Guide to Customs & Culture

By Sarah Howard

Set in Africa, but not wholly African; an isolated nation, yet receptive to the outside world; hierarchical and conservative, yet innovative and desirous of modernity; conformist as a people, and fiercely independent as individuals—the Ethiopian identity defies definition. Ethiopia exists simultaneously in different time periods. Its people, when they see something new that might work to their advantage, will embrace it and find ways to improve on it. Modern democracy, however, has understandably been slower to bloom given the strong historical antecedents of its monarchy.

Culture Smart! Ethiopia unpacks the values, attitudes, and traditions of this culturally rich nation. Etiquette in daily life, socializing, and communicating are all helpfully described, and advice is given to on how make the most of a visit. Above all, it provides the tools to do so in a considerate and sensitive manner.

***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.**

Sarah Howard is a botanical artist and writer who grew up in Kenya. After graduating in African History and Social Anthropology from the School of Oriental and African Studies, University of London, she became a journalist and researcher. She now commutes between Scotland and Ethiopia, running a coffee roasting business in the former, and traveling in the latter. Sarah trained in botanical illustration at the Royal Botanic Garden Edinburgh, and won a Gold Medal in 2016 from the Royal Horticultural Society for a set of paintings of Horn of Africa Aloes, many of them endemic to Ethiopia. She has written articles about the country, including for *Selamta*, the in-flight magazine of Ethiopian Airways, and for the *Anglo-Ethiopian Society's* magazine.

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