

Switzerland – Culture Smart!

The Essential Guide to Customs & Culture

By Kendall Hunter

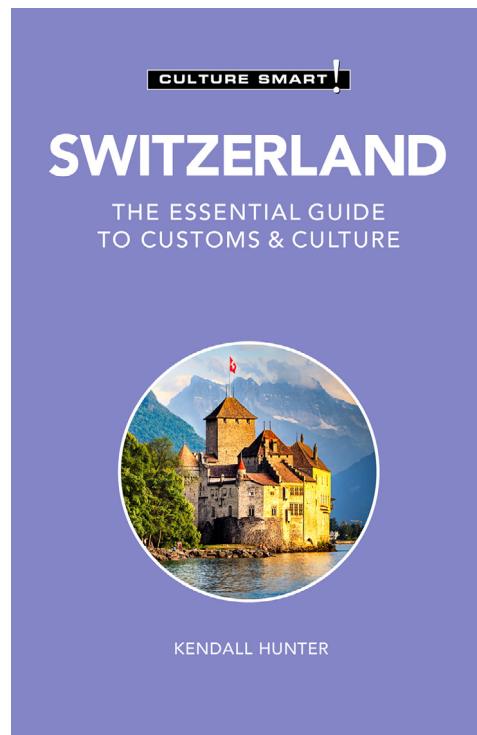
Set aside your preconceptions of postcard scenery, chocolate and cheese, faceless bankers, and spotless cities. The real Switzerland is anything but bland. This small, multilingual, and fiercely independent country at the heart of Europe is full of surprises.

Culture Smart! Switzerland reveals the human dimension of this enigmatic country. It provides an historical overview, explores Swiss values and attitudes, and looks at the cultural continuity of festivals and traditions. It will help you navigate your way through various aspects of Swiss life and society and reveal the warmth, decency, wit and intelligence that characterizes its inhabitants.

***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.**

Kendall Hunter is a Canadian freelance journalist, author, photographer, and entrepreneur. Married to a Swiss citizen, Kendall lived for ten years in Zurich, and with two daughters in the Swiss school system, she wrote a regular column for an expat parenting magazine about raising children in Switzerland. She now lives in Toronto and is the founder and CEO of Culture Dock, a crowd-sourced global travel app.

CULTURE SMART!



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