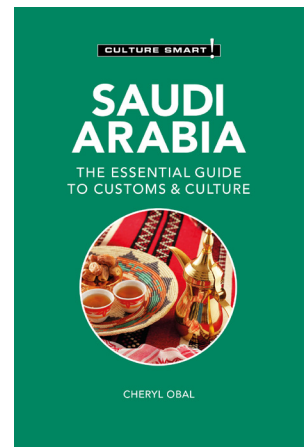
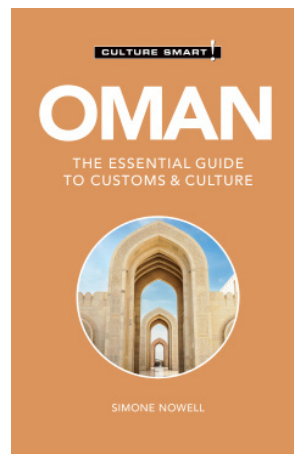
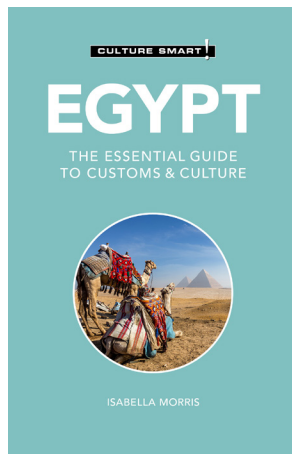


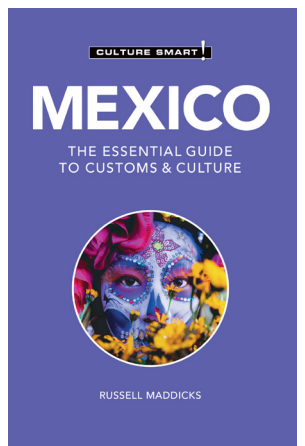
CULTURE SMART!

The Essential Guides to Customs and Culture
Catalogue

Spring 2024



Autumn 2023



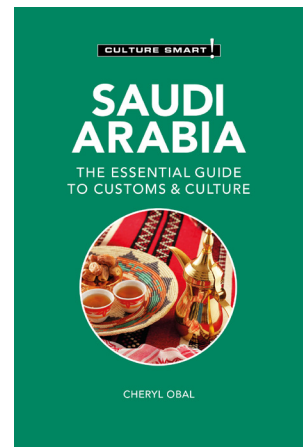
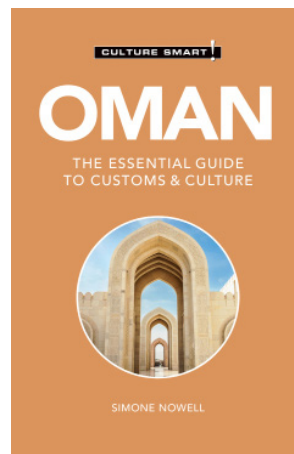
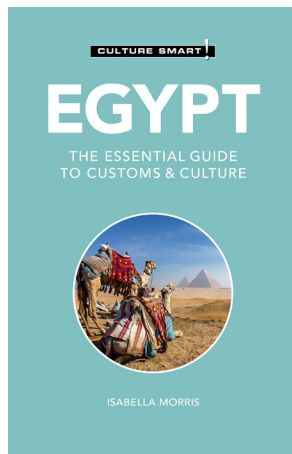
- **BRITAIN** 9781787023574 JUNE 2024 • **EGYPT** 9781787023451 JUNE 2024
- **OMAN** 9781787023512 JUNE 2024 • **SAUDI ARABIA** 9781787023543 JUNE 2024
- **POLAND** 9781787023307 SEPTEMBER 2023 • **ARGENTINA** 9781787023369 SEPTEMBER 2023
- **BRAZIL** 9781787023390 SEPTEMBER 2023 • **MEXICO** 9781787023420 SEPTEMBER 2023

KUPERARD
PUBLISHERS

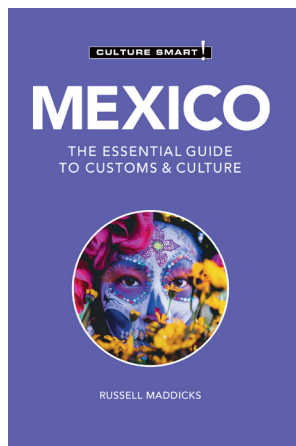
CULTURE SMART!

The Essential Guides to Customs and Culture Catalogue

Spring 2024



Autumn 2023



- **BRITAIN** 9781787023574 JUNE 2024 • **EGYPT** 9781787023451 JUNE 2024
- **OMAN** 9781787023512 JUNE 2024 • **SAUDI ARABIA** 9781787023543 JUNE 2024
- **POLAND** 9781787023307 SEPTEMBER 2023 • **ARGENTINA** 9781787023369 SEPTEMBER 2023
- **BRAZIL** 9781787023390 SEPTEMBER 2023 • **MEXICO** 9781787023420 SEPTEMBER 2023

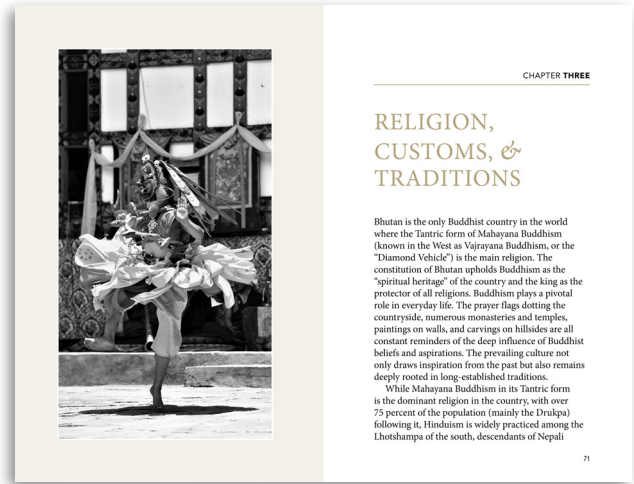
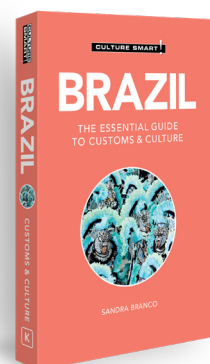
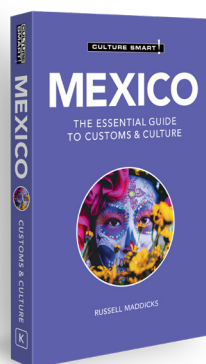
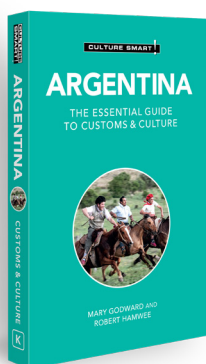
KUPERARD
PUBLISHERS

Culture Smart! Series Relaunch

After 17 years in publication and more than 100 titles published, Kuperard are excited to announce the relaunch of CULTURE SMART!, a series of guides designed to help people have a richer and more meaningful experience abroad through a better understanding of the local culture.

CULTURE SMART! guides offer a qualitative improvement to people's experience abroad by telling readers about the beliefs, attitudes, and behaviors of people in different countries, so that when they arrive they are aware of local manners and ways of doing things, and are well equipped to make friends or enter into successful business relationships.

In 2021, 25 new editions of bestselling guides were published to mark the series relaunch, with 8 further new editions being published in 2022. With a new design and improved format, we aim to reach a wider audience and solidify the series' standing as market leader of this travel category niche.



What's New

- The updated guides have been entirely redesigned, both inside and out.
- The new design will help the series appeal to a wider audience at a time when the content covered in traditional travel guides, like restaurant and hotel listings, is readily available online for free.
- The guides remain compact and travel-sized but have 32 extra pages of content. Improved layout has allowed us to include more content throughout, including new sections such as a section on Useful Apps, and makes use of larger images for greater impact.
- The new layout was designed to help make the book more user friendly and, due to better spacing and use of images, offers a better reading experience.

What do CULTURE SMART! guides do?

For each country, they help readers:

- Understand the impact of key historical, political, and cultural events on national identity.
- Understand local values, attitudes, customs, and traditions.
- Navigate new and unfamiliar situations with confidence and sensitivity.
- Communicate effectively, both verbally and non-verbally.
- Avoid cultural misunderstandings and faux pas.
- Become proficient in local business practice—invaluable information for those travelling for work.



Also Available in e-Book and Audio Formats

TPS: **170 x 110 mm**

Printing: **2-colour**

Extent: **200 pages, 32,000 words**

RRP: **£9.99 | USD \$14.99 | CAN \$19.99**

“Culture Smart! has come to the rescue of many 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, tips to help you avoid embarrassing faux pas,”

- *Observer*

“...as useful as they are entertaining,”

- *Easy Jet Magazine*

“...offer glimpses into the psyche of a faraway world,”

- *New York Times*

Unique Selling Points

- Written and edited by specialists, CULTURE SMART! content is not found in other travel guides, nor is it attainable online in the breadth, depth, or format offered here.
- Due to the difference in content, CULTURE SMART! is not a competitor to traditional travel guides. Rather, it offers an “extra sale” on any given destination, similar to phrasebooks or maps.
- CULTURE SMART! content does not age like other travel guides. While new editions are published every 3-5 years, the nature of the content means they do not go out of date like traditional travel guides, and are resilient to Covid-related changes and restrictions.
- The series’ market is not limited to travellers but includes those traveling abroad for work in the private, government, and NGO sectors, exchange students, expats, armchair travellers, and those with an interest in foreign cultures, anthropology, and psychology.
- In publication since 2003, the series now offers guides to more than 100 countries around the world and has established a unique niche in the travel market that aligns with the values of today’s travelers.

Complete List

ISBN	TITLE	RRP (US/CAN)
9781857336795	AFGHANISTAN	\$12.99/\$16.99
9781787023369	ARGENTINA	\$14.99/\$19.99
9781857334937	ARMENIA	\$11.99/\$15.99
9781857338287	AUSTRALIA	\$11.99/\$15.99
9781857338676	AUSTRIA	\$12.99/\$16.99
9781857335446	AZERBAIJAN	\$12.99/\$16.99
9781857336955	BANGLADESH	\$12.99/\$16.99
9781857334722	BELARUS	\$12.99/\$16.99
9781787023123	BELGIUM	\$14.99/\$19.99
9781787022522	BHUTAN	\$14.99/\$19.99
9781857334852	BOLIVIA	\$9.95/\$12.95
9781857334845	BOSNIA & HERZEGOVINA	\$12.99/\$16.99
9781787022560	BOTSWANA	\$14.99/\$19.99
9781787023390	BRAZIL	\$14.99/\$19.99
9781787023574	BRITAIN	\$14.99/\$19.99
9781787023277	BULGARIA	\$14.99/\$19.99
9781787023154	CAMBODIA	\$14.99/\$19.99
9781787023246	CANADA	\$14.99/\$19.99
9781857338737	CHILE	\$12.99/\$16.99
9781857338867	COLOMBIA	\$12.99/\$16.99
9781857336658	COSTA RICA	\$12.99/\$16.99
9781857334593	CROATIA	\$9.95/\$12.95
9781857338485	CUBA	\$12.99/\$16.99
9781787028807	CHINA	\$14.99/\$19.99
9781787022607	CYPRUS	\$14.99/\$19.99
9781787022928	CZECH REPUBLIC	\$14.99/\$19.99
9781857338843	DENMARK	\$11.99/\$15.99
9781857335279	DOMINICAN REPUBLIC	\$12.99/\$16.99
9781787023000	ECUADOR	\$14.99/\$19.99
9781787023451	EGYPT	\$14.99/\$19.99
9781857333534	ESTONIA	\$12.99/\$16.99
9781787022645	ETHIOPIA	\$14.99/\$19.99
9781787029088	FINLAND	\$14.99/\$19.99
9781787022683	FRANCE	\$14.99/\$19.99
9781857336542	GEORGIA	\$11.99/\$15.99
9781787028845	GERMANY	\$14.99/\$19.99
9781787022720	GHANA	\$14.99/\$19.99
9781857338706	GREECE	\$12.99/\$16.99
9781857333480	GUATEMALA	\$11.99/\$15.99
9781857338690	HONG KONG	\$12.99/\$16.99
9781857338683	HUNGARY	\$12.99/\$16.99
9781787029040	ICELAND	\$14.99/\$19.99
9781787029002	INDIA	\$14.99/\$19.99
9781787028968	INDONESIA	\$14.99/\$19.99
9781857338478	IRAN	\$11.99/\$15.99
9781857338423	IRELAND	\$11.99/\$15.99
9781787023482	ISRAEL	\$12.99/\$16.99
9781787028760	ITALY	\$14.99/\$19.99
9781857335286	JAMAICA	\$12.99/\$16.99
9781787028920	JAPAN	\$14.99/\$19.99
9781857336818	KAZAKHSTAN	\$11.99/\$15.99
9781857338584	KENYA	\$12.99/\$16.99
9781787028883	KOREA	\$14.99/\$19.99

New Format Editions

ISBN	TITLE	RRP (US/CAN)
9781857338805	LAOS	\$11.99/\$15.99
9781857334531	LIBYA	\$9.95/\$12.95
9781857333503	LITHUANIA	\$12.99/\$16.99
9781857338782	MALAWI	\$12.99/\$16.99
9781787022768	MALAYSIA	\$14.99/\$19.99
9781857335422	MAURITIUS	\$12.99/\$16.99
9781787023420	MEXICO	\$14.99/\$19.99
9781857337174	MONGOLIA	\$12.99/\$16.99
9781787023048	MOROCCO	\$14.99/\$19.99
9781857336979	MYANMAR (BURMA)	\$9.95/\$12.95
9781857334739	NAMIBIA	\$12.99/\$16.99
9781787028722	NEPAL	\$14.99/\$19.99
9781857338812	NETHERLANDS	\$12.99/\$16.99
9781787023086	NEW ZEALAND	\$14.99/\$19.99
9781857338768	NICARAGUA	\$11.99/\$15.99
9781857336290	NIGERIA	\$12.99/\$16.99
9781857338836	NORWAY	\$12.99/\$16.99
9781787023512	OMAN	\$14.99/\$19.99
9781857336771	PAKISTAN	\$12.99/\$16.99
9781857333398	PANAMA	\$12.99/\$16.99
9781787022805	PERU	\$14.99/\$19.99
9781787022843	PHILIPPINES	\$14.99/\$19.99
9781787023307	POLAND	\$14.99/\$19.99
9781787023338	PORTUGAL	\$14.99/\$19.99
9781857338621	ROMANIA	\$12.99/\$16.99
9781787028685	RUSSIA	\$14.99/\$19.99
9781857338799	RWANDA	\$12.99/\$16.99
9781787023543	SAUDI ARABIA	\$14.99/\$19.99
9781857334920	SCOTLAND	\$12.99/\$16.99
9781857336597	SERBIA	\$12.99/\$16.99
9781857338874	SINGAPORE	\$12.99/\$16.99
9781857335668	SLOVAKIA	\$11.99/\$15.99
9781857336009	SLOVENIA	\$11.99/\$15.99
9781857338720	SOUTH AFRICA	\$12.99/\$16.99
9781787028647	SPAIN	\$14.99/\$19.99
9781857338850	SRI LANKA	\$11.99/\$15.99
9781787022881	SWEDEN	\$14.99/\$19.99
9781787028609	SWITZERLAND	\$14.99/\$19.99
9781857335262	SYRIA	\$9.95/\$12.95
9781857334838	TANZANIA	\$12.99/\$16.99
9781787022966	THAILAND	\$14.99/\$19.99
9781857335439	TRINIDAD AND TOBAGO	\$12.99/\$16.99
9781857334777	TUNISIA	\$12.99/\$16.99
9781787023185	TURKEY	\$14.99/\$19.99
9781857338744	UAE	\$12.99/\$16.99
9781787028562	UGANDA	\$14.99/\$19.99
9781857336634	UKRAINE	\$12.99/\$16.99
9781787023215	USA	\$14.99/\$19.99
9781857338522	UZBEKISTAN	\$12.99/\$16.99
9781857336573	VENEZUELA	\$9.95/\$12.95
9781787028524	VIETNAM	\$14.99/\$19.99
9781857338775	ZAMBIA	\$11.99/\$15.99
9781857336443	PREPARING FOR YOUR MOVE ABROAD	\$19.95/\$22.95

59 Hutton Grove, London, N12 8DS, UK
 Phone: +44 (0)20 8446 2440
 office@kuperard.co.uk
 Distributed in the United Kingdom
 by Central Books
 orders@centralbooks.com
 Phone: +44(0)20 8525 8800

Distributed in the USA and Canada by
 Independent Publishers Group (IPG)
 814 N. Franklin Street, Chicago, IL 60610
 Tel: +1 (312) 337 0747
 E-mail: frontdesk@ipgbook.com

For more on the Culture Smart! series, please visit: www.culturesmart.co.uk



[/CultureSmartGuides](https://www.facebook.com/CultureSmartGuides)



[/culturesmart/](https://twitter.com/culturesmart/)



[/culturesmart/](https://www.instagram.com/culturesmart/)



[/CultureSmartpin/](https://www.pinterest.com/CultureSmartpin/)



[/Kuperard Publishers/](https://www.linkedin.com/company/Kuperard-Publishers/)