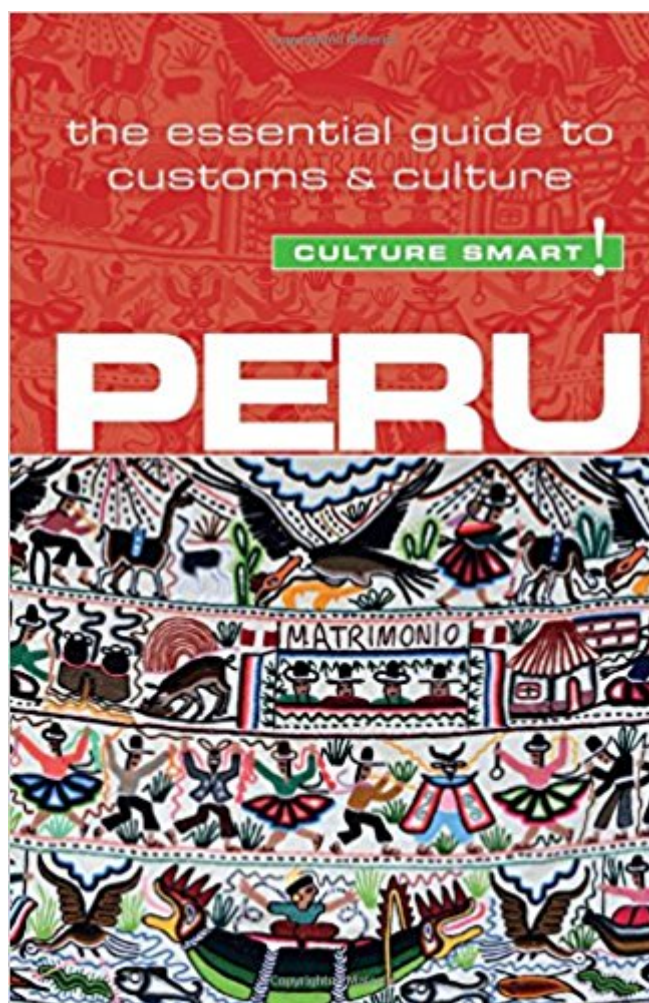


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# Peru - Culture Smart!: The Essential Guide To Customs & Culture



## Synopsis

Peru is associated with ancient civilizations, awe-inspiring Inca cities, ruthless conquistadores, spectacular Andean scenery, astonishing biodiversity, and colorful woven textiles. All true—but visitors will find a great deal more to Peru than this. The two distinctive cultures that first encountered each other five hundred years ago have, progressively, integrated. This process of mixing, however, raises questions about Peruvian identity. Peruvian society is divided between the wealthy, Westernized, coastal urban populations and the poorer, traditional, indigenous peoples, many of whom have migrated from the Andes to the cities. Since the flight of the discredited President Fujimori in 2000 there has been a surge of economic growth and development, and continuing social inequality. Peruvians are increasingly embracing consumerism, but for their happiness they still depend on each other, and the family is paramount. This new, updated edition of Culture Smart! Peru charts the rapid changes taking place in the country, including the election in 2011 of the left-leaning President Ollanta Humala, the third democratically elected president in a row. It describes how history and geography have shaped contemporary Peruvian values and attitudes. It provides insights into religious and public life, and reveals what people are like at home, in business, and in their social lives. Most Peruvians are laid-back and surprisingly calm and carefree, given the many uncertainties they face. They are outgoing and sociable. Get to know them, and they will respond with warmth and generosity.

## 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,

John Forrest is a teacher and writer based in London. He first traveled to Peru in 1981, after graduating with a BA Comb.Hons in Geography and Statistics from Exeter University. He returned to Peru regularly to lead study tours and to research, write, and publish his own travel guide. He is a committee member of the Anglo-Peruvian Society and continues to visit Peru as Chairman of the Tambopata Reserve Society. Julia Porturas was born in Peru and studied at La Católica University in Lima and Birkbeck College, London. She graduated with a BA Hons in Hispanic and Latin American Studies. In Peru, she worked for several years for a major state enterprise, and she is now an administrator in London.

Easy read for first time traveler.

Bought this as a gift for someone going to Peru with the PeaceCorp.--Small size is perfect for pants or shirt pocket.--Pages filled with USEFUL vocabulary & phrases.--Appears to be easy to find what you need.Recommended, if heading to Peru!

A really helpful little book that gave me many answers to help explain this enigmatic country - it made my time there easier and gave enough grasp of the history to impress my hosts...

I gave this book four stars because it covers a lot of aspects of Peru culture in a small book. It is a good introduction to Peru, but not recommended for someone looking for an in-depth discussion.

Good info for my trip to Peru. I read this book twice before going.

Read it on the plane. Very useful immediate perception.

LOVE THESE \$8 short and sweet BOOKS! The South Africa one was incredible in its offering of tidbits.this one, Peru, is a huge focus on the past history. in my opinion, too much. i am more interested in the current goings on as i am traveling there soon. would have liked more general info on the demographics, the peeps, customs, the cultural niceties like what i should and should not be

doing, wearing etc. overall, a good place to start research ( well written ) but i think you would find the same info in any other guide book. so i guess i'd recommend skipping this one. For Peru scoop... go with your regular, favorite travel guide book/s.

I found it to be a good beginning for my trip to Peru. Lots of useful information in an easy readable format.

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