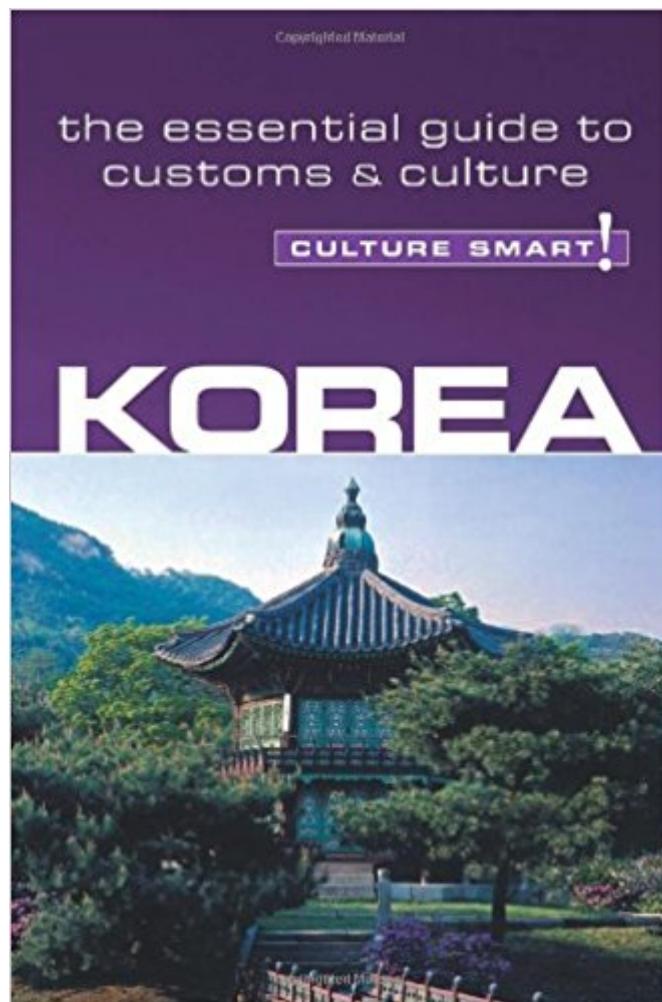


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# Korea - Culture Smart!: The Essential Guide To Culture & Customs



## **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"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-tips to help you avoid embarrassing faux pas." Observer"...as useful as they are entertaining." Easyjet Magazine"...offer glimpses into the psyche of a faraway world." New York Times

## **Book Information**

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## **Customer Reviews**

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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.

JAMES HOARE spent over thirty years in the British Diplomatic Service, with postings to Seoul and Beijing. His last job was ChargÃƒÂ© dÃ¢â€œAffaires in Pyongyang, North Korea, where he established the first-ever British Embassy. He has written numerous books and articles about East Asia, including Embassies in the East: The Story of the British and Their Embassies in China, Japan and Korea from 1859 to the Present (1999), and, with his wife, Susan Pares, Conflict in Korea: An Encyclopedia (1999).

Purchasing this small travel guide prior to my trip to Korea was a good move. Understanding a culture different from the USA and sometimes very different from other Asian countries is important. As a guest in their country I wanted to present myself as well as I could. This book helped me acculturate enough to get by and not insult the Korean populace we met along the way. Two big items jumped out at me when reading the book. One is that Koreans do not use chop sticks to eat rice. It is considered gauche to do so. In any eating establishment we entered, from roadside diner to elegant eatery we found chopsticks and a spoon. The spoon is for the rice. Another is how you exchange money or items with another person. You should use your righthand to exchange items and not your left. This was a bit difficult as I am left handed. The people I encountered either personally or at a business were very nice about my faux pas but I felt it was important to try to respect the culture. After a while it came more naturally. I found the part about not entering into a domestic dispute good advice. I am not so sure I would do so even in this country without understanding my options first. To do so in a foreign country where my language skills are limited, at best, means I would attempt to find other options than direct intervention. Treading lightly in another culture is good advice, especially from someone who has spent time in the diplomatic service. Overall I found the book had a good brief history of the country, its culture and its mores. You definitely want to supplement your reading with other books to corroborate and enhance your understanding of the Land of Morning Calm. I gave the book, purchased in 2010, 4 stars because it can use an update but provided a good guide to traversing the beautiful Korean culture. Annyeonghi gaseyo.

I read this entire book as part of my ongoing mission to get a good handle on Korean language and culture. I am by no means an expert on Korean culture, but I would say about 95% of the cultural

tips included in this book I was already aware of. It didn't really teach me anything I didn't already know. Also even though this book isn't old, it struck me as rather dated. In the last 30 or so years Korea has undergone a very rapid modernization, so with a culture that is undergoing a period of rapid change I do understand it would be hard for any author to really tell an all inclusive story of all of Korea's cultural groups. But it seemed to describe a more conservative attitude that one would see more amongst the older generations. I think many of the trends and attitudes one would encounter with many younger people are absent. For example there is no mention of what is expected of students, what the cultural norms are pertaining to marriage, there is no mention of attitudes pertaining to the LGBT community, or cultural attitudes pertaining to the Western world. This is a good book if you have zero knowledge of Korean culture and you are just starting to explore it. Two things I did like about this book in particular were the emphasis on business interactions (this could be really helpful if you are a Western business person visiting Korea) and I like how the author constantly explains about North Korean culture as well, it's not all focused on South Korea.

For being so small, this little book is the best book on Korean culture I have read in a long time. It contains so much, so quickly that I read it twice in just one week. It provides an insight not just as a traveler, but as someone who interacts with Koreans. It provides bits of knowledge, trivia, and tips that is well worth the modest cover price. There are several "crash course" books like this, and take it from someone who owns them all practically, this one is the by far the best. Seeing as how it is designed as an overview, you get more than your money's worth (less than ten bucks including shipping on [...]). Want to give a friend something to read on the airplane ride over before they meet you in Korea? This book fits the bill quite nicely. I'm honestly surprised that this book gets over-shadowed by the "Lonely Planet" series. Ignore the hype and pick up this book.

We acquired two DVDs and this pocket book in support of a young man deployed and stationed in South Korea. Upon learning that Michael would be soon leaving us to travel to this beautiful country, we decided to acquire these items to learn where he would be spending the next year of his life. We are glad to have shared this experience, we learned much about the country, its people, folkloric dance, foods and religion. If you plan to travel to South Korea and want to arrive with a pocket book in hand that supports your awareness or if you simply want to learn about this country, then this is an excellent choice. *Culture Smart* will provide information as to life in South Korea, manners, costumes, religious beliefs, and those little issues that could help you manage your relationships.

abroad.

This book renders essential insight into Korean culture, which is complimentary to the undertaking of studying Korean language. While one may learn to speak Korean, it is also very vital to know more about, appreciate, and understand the culture. This helps better direct language and treat colloquialisms with awareness, as well as spoken figures of speech. As one may already know, in dealing with language, prosody and the way things are said or understood, are equally important in the dynamics of communication skills.

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