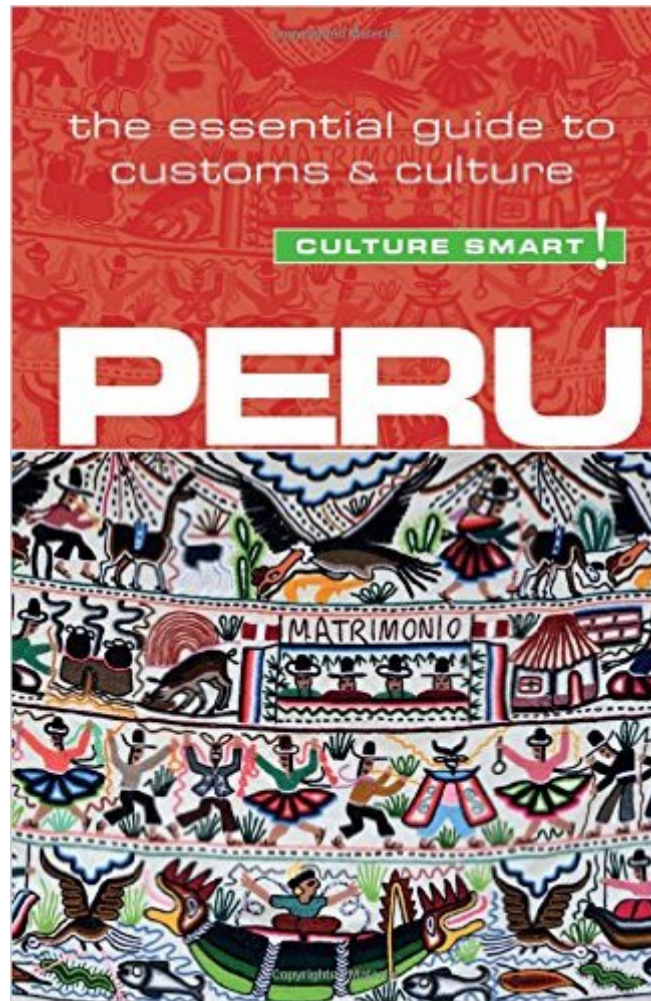


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# Peru - Culture Smart!: The Essential Guide To Customs & Culture



## 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

Series: Culture Smart!

Paperback: 168 pages

Publisher: Kuperard; 2 edition (October 1, 2012)

Language: English

ISBN-10: 1857336674

ISBN-13: 978-1857336672

Product Dimensions: 4.2 x 0.5 x 6.8 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #204,273 in Books (See Top 100 in Books) #27 in [Books > Travel > South America > Peru](#) #91 in [Books > Travel > South America > General](#) #91 in [Books > Business & Money > Business Culture > Etiquette](#)

## Customer Reviews

LOVE THESE \$8 short and sweet BOOKS! The South Africa one was incredible in it's 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 infos 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.

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!

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.

This is a good guide for your pocket. It is NOT an in-depth guide to Peru. I would buy it again (if I lose the one I have.)

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...

this book is good for travellers or tourists going to peru it is a good overview of the customs and culture

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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