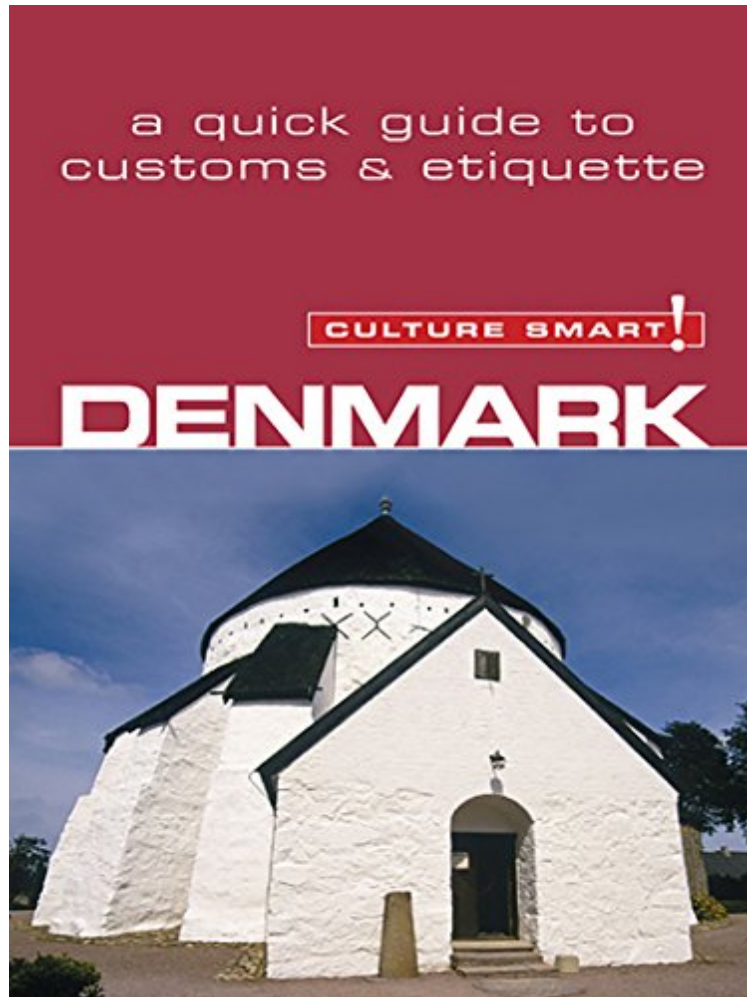


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Denmark - Culture Smart!: The Essential Guide to Customs Culture

Mark Salmon

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Mark Salmon : Denmark - Culture Smart!: The Essential Guide to Customs Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised Denmark - Culture Smart!: The Essential Guide to Customs Culture:

18 of 19 people found the following review helpful. Out-dated surprisingly cluelessBy Fortune R. ElkinsI have to agree with the other reviewer, who notes that the book is strangely harsh on Danish society and political arrangements. The author's British biases are really evident. As a result the book gives a distorted view in this area.Also he seems to dwell a lot on Danes and alcohol. If Danes like craft beers, what's wrong with that? Weird that a Briton(!) would have so much issue with ale.Denmark's most intriguing feature is that it's a very high-trust and creative society. This leads to a number of customs and institutions that are really unique, and which the author doesn't address. You can't really

understand Denmark and Danish people or their vibrant society without accounting for and taking into account this fact. The author just can't seem to abandon his Britishness long enough to be able to provide a real feel of the Danish way of life from the inside. He doesn't seem aware of or able to articulate the various drifts of Danish culture and why they matter. The best part of this book may be his section on business meetings. Not sure however that many people buy this book to learn how to give Powerpoint slideshows to Danes. This isn't to say Denmark is super-perfect. The flaws of the society are often noted by Danes themselves, but this book doesn't really describe them from the Danish point of view. As a result, what Danes talk or care about in their contemporary life won't be comprehensible to visitors. Being now several years old, of course the book's out-dated in a number of important facts. The publisher should update this book, expand the business and social sections to be more detailed (and thus useful) for those actually on a business trip, and remove the prejudiced comments about Danish politics, the social welfare state, and alcohol. The book should also offer more about the creative and technological aspects of Danish society, which really drive it: the giant design industry, international finance, environmentalism the alternative energy industry, the new high-technology such as pharmaceutical engineering, biotechnology, and nanotechnology, film, fine art, dance, and agriculture combined with the foodie renaissance. Few societies have really molded themselves to the Internet and mobile technology the way Denmark has, but the book scarcely notes this at all.

0 of 0 people found the following review helpful. I have found it most complete in contemporary information and quite useful for "intelligent tours" By A. Pini Although it proved rather limited for my present info. needs, I have found it most complete in contemporary information and quite useful for "intelligent tours". I.e. culture, entertaining, art, etc. I would not mind at all to recommend it. Angel Pini 15 of 18 people found the following review helpful. Disappointing By Rumpole This is the first critical review that I have ever left on .com. It is not one that I take lightly. I purchased this book, and have read through it. It has proven an extreme disappointment. I anticipated an in-depth understanding of Danish culture and mannerisms. Instead, the book is pedantic; it glazes over topics with massive generalizations. Also, I was a bit surprised by a perceived political 'bent' in the book -- indeed, it appeared that the author was rather judgmental on a number of socio-economic aspects of Danish life. This is the type of book that you would expect to find hyped in the 1950s -- short on content/information, short on a perceived, unbiased perspective. I found little useful information of use on "customs and etiquette." A travel book from a noteworthy company (such as Fodders, Rick Steves, Lonely Planet, Frommers, etc.) would likely provide you as much, if not vastly more, relevant information for your trip to Denmark. Again, this was not easy for me to write. Simply, I felt such disappointment with the book that I felt it necessitated a critical comment.

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