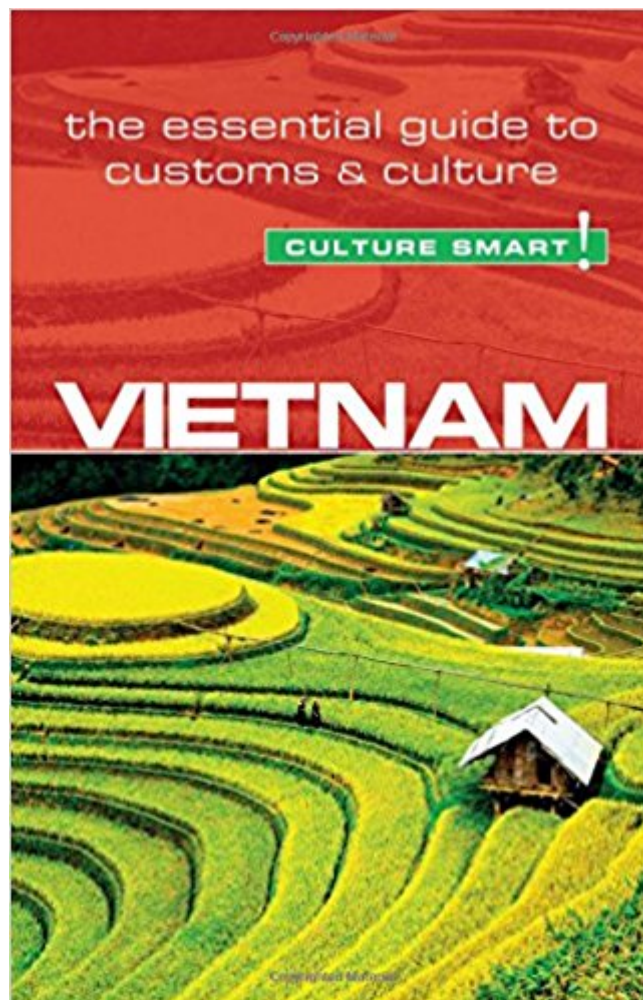The book was found

Vietnam – Culture Smart!: The Essential Guide To Customs & Culture

Synopsis

In the second half of the twentieth century war raged in Vietnam. It was hard to know if it would ever end, and harder still to understand fully the rights and wrongs of the various protagonists. At last, the North Vietnamese turned out to be tough, resilient, and ultimately victorious. Patience in adversity sums up the Vietnamese character. After reunification in 1975 the Vietnamese experienced many difficulties. The immediate postwar years were harsh. Some fled into exile; others underwent Ã¢â ¬Å"rehabilitationÃ¢â ¬Â• to make them fit to live in a Communist state. To this were added economic hardships and even starvation. Since then, however, life has been transformed. The decision to abandon the centrally planned economy in favor of a Ã¢â ¬Å"socialist market economyÃ¢â ¬Â• was a bold step, as was the decision to throw open the doors and invite the world to invest in the new Vietnam. Visitors today will find a confident, independent people, nursing few if any grudges about the war. They are open and friendly, with a sense of humor and irony, and frankly curious about the outside world. Kind and generally helpful toward strangers, they are industrious, shrewd, and determined to improve their lot. Culture Smart! Vietnam outlines the history, culture, traditions, sensibilities, and modern way of life of the Vietnamese. It explains certain deep-seated attitudes, describes some of the social and cultural changes now under way, and gives practical advice on what to expect and how to behave in unfamiliar situations. It aims to help you discover for yourself the warmth and vast potential of this fascinating country and its delightful people.

Book Information

Series: Culture Smart!

Paperback: 168 pages

Publisher: Kuperard; 2 edition (February 1, 2016)

Language: English

ISBN-10: 1857338340

ISBN-13: 978-1857338348

Product Dimensions: 4.2 x 0.5 x 6.8 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars   28 customer reviews

Best Sellers Rank: #199,014 in Books (See Top 100 in Books)   #28 inÃ Â Books > Travel > Asia > Vietnam   #93 inÃ Â Books > Business & Money > Business Culture > Etiquette   #118 inÃ Â Books > Travel > Caribbean > General

Customer Reviews

If you worry about being socially correct, you are likely to find Culture Smart! A genuinely useful guideÃ¢â ¬Å"The cultural guides offer glimpses into the psyche of a faraway world.Ã¢â ¬Å• --This text refers to the Audio CD edition.

Geoffrey Murray is a journalist, author, and teacher who has worked in Asia for more than forty years. He has published fifteen books on a wide range of business and socioeconomic issues. He has closely followed developments in Vietnam ever since he served as a news agency war correspondent with the Australian army in the mid-1960s, winning the Australian governmentÃ¢â ¬â„¢s Ã¢â ¬Å"Vietnam Logistic and Support Medal.Ã¢â ¬Å• He is officially listed as a Vietnam War veteran by the Australian government.

An insightful portrayal of a mysterious and intriguing country, Vietnam- Culture Smart was very helpful to me. IÃƒÂ¢Ã â ¬Ã â„¢m filming an ethnography on Vietnamese owned nail salons, and was curious about the country/its customs. In school, students are often not properly educated on the culture and history of many countries, including Vietnam, so I knew very little about it. This was a brief yet informative summary of a country which is often over-looked. With my ethnography it helped me to understand Vietnamese manners and values. The men and women who work in the United States as nail professionals are often under estimated but always stay polite. It mentions in the book that the Vietnamese are ÃƒÂ¢Ã â ¬Ã Å"the concrete example of politenessÃƒÂ¢Ã â ¬Ã Å•(44). I can only agree after my experiences in nail salons and working with these people. Vietnam-Culture Smart also mentioned that ÃƒÂ¢Ã â ¬Ã Å"Visitors to Vietnam will find a proud and independent people happy to go along with the notion that they are specialÃƒÂ¢Ã â ¬Ã Å•(43). ItÃƒÂ¢Ã â ¬Ã â„¢s obvious in their salons that they are proud of their culture by the decorations that hang in their stores and the jewelry that dangle from their wrists. This book helped me to connect the dots on Vietnamese culture and the immigrants working in nail salons in America; I imagine it would help any one who is curious about Vietnam to understand the quiet culture as well.

I bought this book to prepare for a business trip to Vietnam. I read some of the reviews that said the book was outdated. I did notice that young people tended to be more liberal (holding hands etc) than portrayed in the book but overall I found the information to be accurate and very useful. I think it is almost impossible to portray a living culture with 100% accuracy. This book provided a great

platform from which to understand and reflect on what I was seeing and experiencing.I strongly recommend the sections on business meeting manners and practices for anyone making a trip to Vietnam for business.

This might have been a little useful five years ago when it was first published, but it is quite out of date in 2011. I would not recommend purchasing it until, and if, it is updated. Vietnamese people have really moved forward in the last decade and are currently a bustling and very capitalistic society. Also, it is relatively superficial and provides relatively little of practical use.

I'm new here in Vietnam and this book was a great introduction to basic manners and ideas central to the region. It's thorough without being overly dry, and a nice, quick read. Having never been over to SE Asia before, I enjoyed reading through this as I went through my first couple days of moving into the country. I'm in HCMC, so I can't vouch for Ha Noi, but it was spot on for the southern region.I'd recommend for anyone going out of their comfort zone to Vietnam, whether it's for a few days or for a longer stay. I'll be here teaching English for a year, and it was perfect for my longer stay.

The Culture Smart! series has recently become my staple reading before visiting a new country. It's short & concise and pretty quickly gives a glimpse of the culture of the people. Helps avoid offending people and at the same time help pick up nuances about their world and lives that may have not been observed without this perspective. The flip side is that it may set you up for some bias i.e. seeing what you expect to see, it also robs you from slowly learning and absorbing things the natural way. So on longer trips I may start to read the book only after I arrive, that way I get both experiences.

Interesting insight into culture and how we, as visitors, should behave. Hopefully I won't need much of the advice. Easy to read and the organization of material is excellent.

This book provides a great deal of information in Vietnam, but does not go into the depth of its culture that I had expected. It mentions the proper etiquette when meeting someone, but not what to do upon entering a store or eating establishment. I found the book helpful, but somewhat disappointing.

I only scanned this book and found it super useful to start learning about Vietnam, dos and donts when traveling.

Culture Smart! Czech Republic (Culture Smart! The Essential Guide to Customs & Culture) Culture Smart! Costa Rica (Culture Smart! The Essential Guide to Customs & Culture) Vietnam - Culture Smart!: The Essential Guide to Customs & Culture Peru - Culture Smart!: The Essential Guide to Customs & Culture Colombia - Culture Smart!: The Essential Guide to Customs & Culture Argentina - Culture Smart!: The Essential Guide to Customs & Culture Bolivia - Culture Smart!: The Essential Guide to Customs & Culture Chile - Culture Smart!: The Essential Guide to Customs & Culture Ecuador - Culture Smart!: The Essential Guide to Customs & Culture Venezuela - Culture Smart!: The Essential Guide to Customs & Culture India - Culture Smart!: The Essential Guide to Customs & Culture Western Europe - Culture Smart!: the essential guide to customs & culture Switzerland - Culture Smart!: The Essential Guide to Customs & Culture Ireland - Culture Smart!: The Essential Guide to Customs & Culture Tanzania - Culture Smart!: The Essential Guide to Customs & Culture Egypt - Culture Smart!: The Essential Guide to Customs & Culture Hong Kong - Culture Smart!: The Essential Guide to Customs & Culture Pakistan - Culture Smart!: The Essential Guide to Customs & Culture Romania - Culture Smart!: The Essential Guide to Customs & Culture Sweden - Culture Smart!: The Essential Guide to Customs & Culture