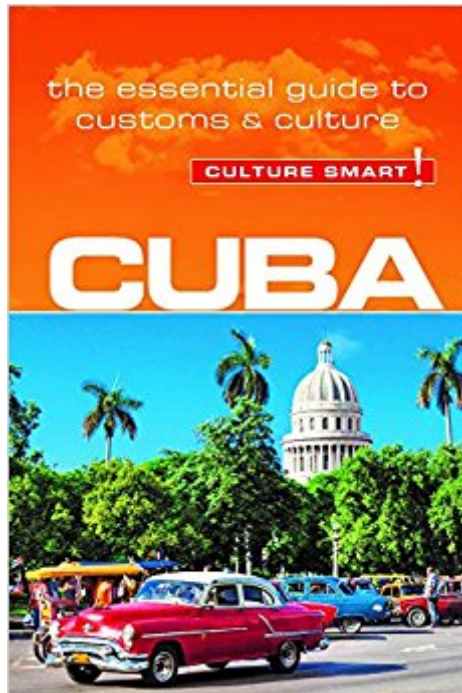




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# Cuba - Culture Smart!: The Essential Guide To Customs & Culture



## Synopsis

Cuba is a land of contradictions that is easy to enjoy but difficult for first-time visitors to decipher. The largest island in the Caribbean, it is a tropical paradise that Christopher Columbus called "the most beautiful land that human eyes have ever seen." It is famous for the romantic charm of its crumbling colonial cities, the beauty of its white sand beaches, and its irresistible Afro-Cuban dance beats. But it is also a land of shortages and tight government control, which has been in a sixty-year political standoff with its superpower neighbor, the USA. The homegrown version of single-party socialism created by Fidel Castro has kept Cuba in a Cold War time warp that only now is beginning to change. As travel restrictions are relaxed US tourists can once again visit the island. Greater flexibility toward private enterprise is opening it up to boutique hotels and high-quality home-based restaurants. There is a boom in special-interest tourism for cyclists, hikers, birdwatchers, and scuba divers, while foreign entrepreneurs are eagerly exploring investment opportunities. Culture Smart! Cuba will take you beyond the usual descriptions of Havana nightlife, vintage cars, and hand-rolled cigars and give you an insider's view of an island that is teetering on the brink of historic change. It offers insights into Cuba's fascinating history, national icons, unique food, vibrant cultural scene, and world-renowned music. Practical tips help business travelers gain an edge on the competition. But most of all, this book aims to show you how best to break the ice and get a better understanding of the infinitely resourceful Cuban people, who despite severe hardships and shortages over many years remain optimistic and fiercely proud of their heritage and culture.

## Book Information

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## Customer Reviews

"Culture Smart!Ã Â has come to the rescue of hapless travellers." Ãçâ ãâ •Sunday Times Travel  
"The perfect introduction to the weird, wonderful and downright odd quirks and customs of various countries." Ãçâ ãâ •Global Travel  
"Full of fascinating, as well as common sense, tips to help you avoid embarrassing faux pas." Ãçâ ãâ •Observer  
"As useful as they are entertaining." Ãçâ ãâ •Easy Jet Magazine  
"Offer glimpses into the psyche of a faraway world." Ãçâ ãâ •New York Times

Russell Maddicks is a much published BBC-trained journalist, translator, and travel writer. A graduate in Economic and Social History from the University of Hull, England, he has spent the last twenty years traveling, living, and working in South and Central America, most recently as Latin American Regional Specialist for BBC Monitoring. He has made many extended trips to Cuba, a country that continues to dazzle and surprise him. He is also the author of Culture Smart! Venezuela (2012), Culture Smart! Ecuador (2014), and the Bradt Guide to Venezuela (2011).

My husband and I purchased this book, read it before we left for a seventeen day tour of Cuba, and read it again when we returned. This book nailed it. It was clear, well written, and absolutely on target. We read five other books on Cuba and none compared for accuracy. I will loan this to friends who are thinking of going to Cuba, but will want it back. It is completely up to date. Between this and Trip Advisor, you are good to go to Cuba!

Must have before going to Cuba

I am learning a great deal from this book. I have recommended to friends. Thanks!

Ordered several books on Cuba to prepare for our trip there. This little book is the best, by far! Short history background gets you up to date on what's happening in the country and why. Amazing how much they fit into this small book! If you only order one book on Cuba, make it this one!!

Great map for Havana and since most people in the streets do not speak English it was a great help when I was there last month.

An interesting and fast read for individuals traveling to Cuba. Not terribly extensive information but it covers the basics.

As described and quick

We read this before a recent trip to Cuba. Really helped us understand the people and the culture so the trip was more beneficial. It was a quick and easy read but so valuable.

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