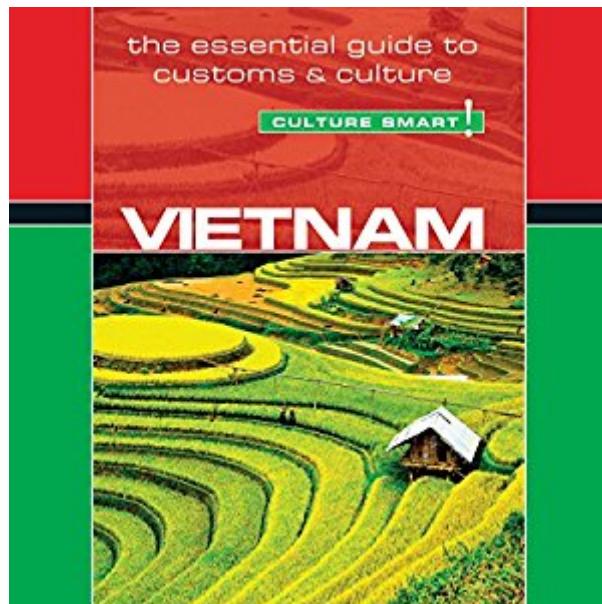


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# Vietnam - Culture Smart!



## **Synopsis**

Vietnam - Culture Smart! outlines the history, culture, and traditions of the Vietnamese. It explains certain deep-seated attitudes, describes some of the social and cultural changes now underway, 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. They are open and friendly, with senses of humor and irony, and are frankly curious about the outside world. Kind and generally helpful toward strangers, they are industrious, shrewd, and determined to improve their lot. Amidst war and strife throughout their country's history, the true Vietnamese characteristics of patience and adversity shine through in this in-depth look at their culture.

## **Book Information**

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## **Customer Reviews**

An insightful portrayal of a mysterious and intriguing country, Vietnam- Culture Smart was very helpful to me. I'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 the concrete example of politeness (44). I can only agree after my experiences in nail salons and working with these people. Vietnam-Culture Smart

also mentioned that Vietnamese visitors to Vietnam will find a proud and independent people happy to go along with the notion that they are special (43). It'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.

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