



India - Culture Smart!: The Essential Guide to Customs & Culture

By Becky Stephen

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India is in transition. Since the publication of Culture Smart's first guide to India in 2003, it has been transformed from a developing, third-world country into the world's fastest growing economy. Today, a huge, confident, emerging middle class is exporting technology, brains, and enterprise to the rest of the world. At the same time, young Indians educated abroad are returning home to take advantage of the new opportunities, bringing Western expectations and lifestyles with them. The impact of all this wealth-creation, modernity, and individualism on the timeless values and ancient caste structures of India is beginning to be felt well beyond the great cities, adding yet another facet to the giant kaleidoscope of Indian society.

This completely new and up-to-date volume by American author Becky Stephen is unrivalled. It highlights the many subtle and not so subtle changes that are taking place in Indian society, describes and explains those areas of life where traditional attitudes and practices continue to prevail, and offers original insights, practical tips, and vital human information to guide you through the pitfalls and delights of this complex, vibrant, and increasingly important country.

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India - Culture Smart!: The Essential Guide to Customs & Culture By Becky Stephen Bibliography

- Sales Rank: #756823 in Books
- Published on: 2010-09-01
- Original language: English
- Number of items: 1
- Dimensions: 6.60" h x .48" w x 4.37" l, .39 pounds
- Binding: Paperback
- 168 pages

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Editorial Review

Review

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

About the Author

BECKY STEPHEN is a writer, management consultant, and cross-cultural trainer for businesses and nonprofit organizations in Dubai, the UK, and the USA. After graduating with a Masters in Cross Cultural Studies from Fuller Theological Seminary, Pasadena, CA, she developed and led cross-cultural and other training programs and events in the USA, India, Eurasia, and Europe, and led the US division of a nonprofit organization responsible for Americans on long-term international assignment. She has written articles and training materials in India, the USA, and Dubai on cross-cultural and spiritual issues.

Long fascinated by Indian culture and philosophy, Becky went to India in 1988 to study Hindi at Banaras Hindu University, Varanasi, and ended up living there for nearly five years. She currently lives in Dubai with her Indian husband and son.

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