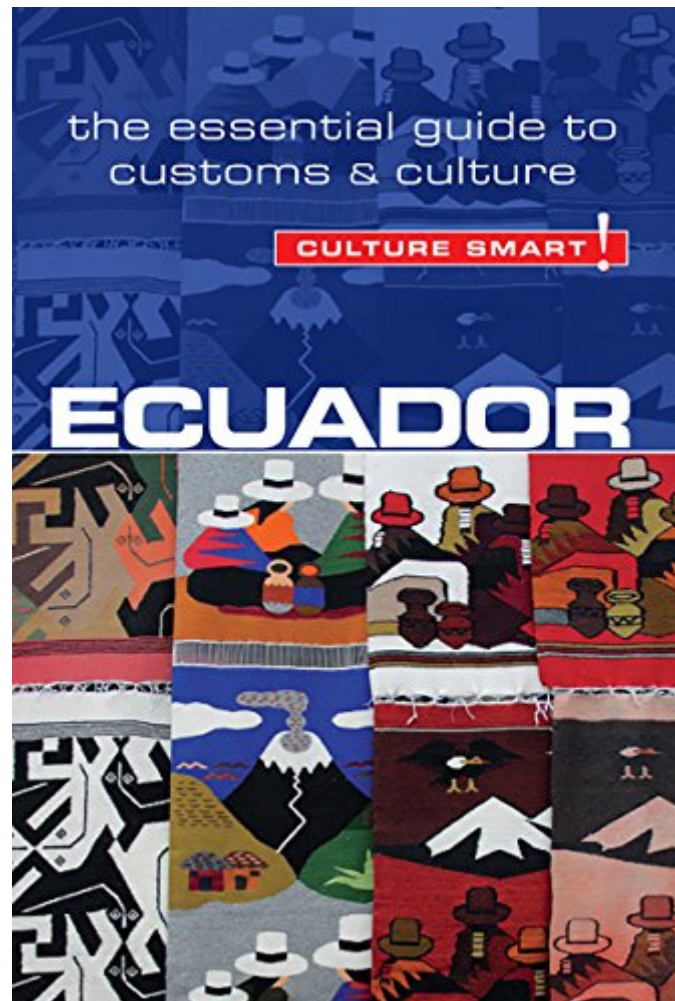


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# Ecuador - Culture Smart!: The Essential Guide To Customs & Culture



## Synopsis

Squeezed between Colombia in the north and Peru in the south, Ecuador is named for its location on the Equator and has a landscape so varied that it has been described as a microcosm of every microclimate found in South America. This diversity makes it a magnet for tourists, mountain trekkers, volunteers, and increasing numbers of US retirees looking for a warm, culturally interesting, economical, and safe place to spend much of their time. The country is booming, thanks to high oil prices and investment in tourism, and a massive infrastructure program and the poverty-reduction measures launched by President Rafael Correa have endeared him to the poorest in society. Ecuador's multiethnic population reflects a unique blend of cultures, from traditionally dressed mountain peoples, whose ancestors inhabited their highland villages before the arrival of the Incas, to the Afro-Ecuadorians of Esmeraldas and the Chota Valley and the tribal peoples of the rain forest. The Ecuadorians are proud, friendly, hospitable, and hardworking, but to know them well the foreign visitor needs to understand the complex historical divisions between the highlands and the coast, and the rigid class and racial hierarchy that has shaped the country's history. Culture Smart! Ecuador takes you beyond the usual descriptions of where to go and what to see, and gives you an insider's view of the people, their history, their food, and their culture. Special sections are designed to help food lovers get the most out of the menu, assist business travelers to gain an edge on the competition, and show expats, volunteers, and visitors how to meet and get on well with the Ecuadorians, who are as diverse and varied as the country's amazing geography.

## Book Information

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## Customer Reviews

I can't express how important the information in this book has been to us, even after living here for over 4 years. It explains a lot! Much better information than other books we have read. Don't believe everything you read in some magazines...

I bought this Culture Smart guide recently, right before taking my first trip to Ecuador, together with half a dozen other titles. And, undoubtedly, this was the best. As the author states in his book, Ecuador may be the fourth-smallest country in South America, but if you read this book before going there you will discover that it actually has a colossal number of attractions and hidden treasures for tourists from all over the globe. I highly recommend this HIGHLY ESSENTIAL GUIDE and give it five stars.

Great book, saved my ass many a times in Ecuador!!! Was not aware of the many things that are popular in Ecuador... thought to myself that it was near the equator, but not sure what continent. After reading CultureSmart Ecuador, I was asking locals about the things to do and see and making new friends and memories for a lifetime.

Good Ecuador 101 course, and primer preceding my visit. It was a great aid in planning my itinerary!

Very well done. Really elevated my knowledge of the country and its culture.

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