

Now almost 60 country volumes strong, publishing house Marshall Cavendish's *Culture Shock!* series continues to grow steadily. What these little books have in common is that their subtitle, "A Survival Guide to Customs & Etiquette," does not even begin to do justice to the breadth of topics they cover.

*Culture Shock! Chile* begins with a brief discussion of that country's geographic situation and economic environment. After quick looks at Chile's sometimes-troubled past and recent political trends, what follows is an extensive presentation of many characteristics of this society, from ethnicities, class structure and social policies to women in the workforce, social life, and the role of the Catholic faith and other religions. Laudably, Roraff and Camacho, the guide's authors, don't shy away from discussing sensitive subjects, such as discrimination, corruption, or drug trafficking.



What sets this book, and others in the series, apart from common travel guides is that it does not stop at describing folkloristic aspects and cultural practices such as punctuality, greetings, or gift giving. The insights on how to adjust to business and social values and practices in the country are most valuable to business visitors and expatriates moving here. They include important caveats and challenge common stereotypes in lines such as "In general, to be serious and somber is considered a positive attribute in Chile, especially in business" or "Latin Americans are notorious for arriving late to almost any event. In Chile this holds true for social events, but not for business meetings."

*Culture Shock! Chile* and the rest of the series are handy tools for anyone preparing to do international business – or when planning to move to a foreign country.

The remaining sections are closer to what one might expect from a country guide: chapters on holidays and festivities, food, language, social and business customs, and what to do in the country give a comprehensive overview on life in Chile. A short cultural quiz wraps up this part and serves as another opportunity to learn how to interact effectively with Chileans.

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