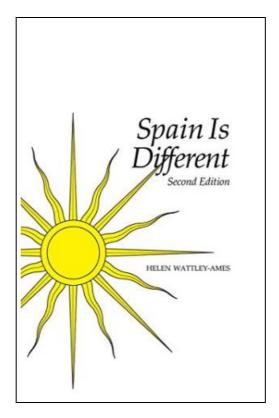
# Spain is Different (Paperback)



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## Reviews

This publication is fantastic. It can be rally intriguing throgh looking at time. You may like the way the author compose this publication. (Mr. Wilber Thiel)

# SPAIN IS DIFFERENT (PAPERBACK)



NICHOLAS BREALEY PUBLISHING, United Kingdom, 1999. Paperback. Condition: New. 2nd edition. Language: English. Brand New Book. Seven years after the publication of the first edition, Spain is still different, but it is changing, too-modernizing rapidly and participating as an active member of the European Union. While thoroughly updating her original work, Helen Wattley-Ames has maintained her focus in describing the uniqueness of both the Spanish people and their culture and on examining what effect the differences have on the way the Spaniards and Americans relate to and interact with each other. She looks at how Spain has evolved from a travel destination, as source of sun and cheap wine, to a dynamic modern society. She depicts a people proud of their accomplishments, yet working hard to maintain valued traditions in the face of increased buying power and more European and American influence. The author begins by looking into Spain s past and at critical dimensions of present day American-Spanish relations. She then explores certain aspects of culture important in cross-cultural interactions: society and the individual; relationships; language and communication; work and play. She ends each chapter with an encounter -a critical incident that illuminates a situation which may cause misunderstanding, embarrassment or conflict. With extensively updated and revised sections on women (in the workplace in particular), and new sections on minorities and immigrants, and ethics and corruption, the new edition of Spain is Different will be welcomed by anyone looking for clear guidance on how to be most effective in the encounter with the people and culture of Spain.



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