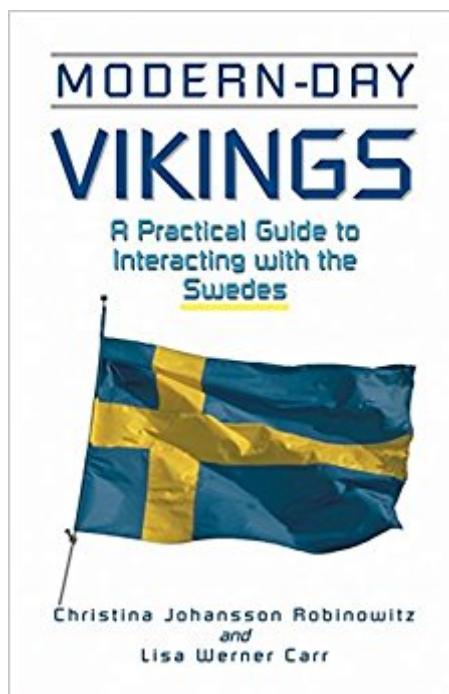


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Modern-Day Vikings: A Practical Guide To Interacting With The Swedes (Interact Series)



Synopsis

Modern-Day Vikings provides a window into what one world traveler called the most American of European countries: Sweden. Yet, surface similarities between the two nations conceal essential differences. Christina Robinowitz and Lisa Werner Carr provide insights and strategies for successful interactions with Swedes, whether business or social. True to its title, Modern-Day Vikings traces some of Sweden's most ingrained cultural traits back to its Viking heritage: self-sufficiency, fairness, egalitarianism and democracy. The authors also examine Sweden's famous "cradle-to-grave" social model and explore the values underlying modern Swedish culture, such as lagom (moderation), the law of Jante (personal modesty), communication styles and business practices.

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Customer Reviews

Modern-Day Vikings provides a window into what one world traveler called the most American of European countries: Sweden. Yet, surface similarities between the two nations conceal essential differences. Christina Robinowitz and Lisa Werner Carr provide insights and strategies for successful interactions with Swedes, whether business or social. True to its title, Modern-Day Vikings traces some of Sweden's most ingrained cultural traits back to its Viking heritage: self-sufficiency, fairness, egalitarianism and democracy. The authors also examine Sweden's famous cradle-to-grave social model and explore the values underlying modern Swedish culture, such as lagom (moderation), the law of Jante (personal

modesty), communication styles and business practices. This practical book is a must-have for all businessmen and -women involved in Swedish-American trade relations. Bo Hedfors, Executive Vice President, Motorola This is the bible for anyone being transferred to Sweden! Magnus Moliteus, Executive Director, Invest in Sweden Agency Robinowitz and Werner Carr have produced an excellent and highly entertaining guide for those who wish to understand [Swedes] and who are anxious not to put their foot in it. Olle Wistberg, Consul General of Sweden in New York

Christina Johansson Robinowitz is a cross-cultural coach, trainer and consultant. A native of Sweden and long time resident of the US she works with multinational companies and international organizations, specialising in Swedish/US Intercultural relations. Lisa Werner Carr an American of Swedish descent, is a professional journalist and has lived and worked in Sweden. Now based in Dallas she is a Web content developer and contributing editor to Sweden & America Magazine.

Regarding the content of this book, it is succinct and quite well done. It covers history, socioeconomic, seasonal changes, communication, manners, business practices, and helps one understand the differences between the Swedish and American mentality. Having just returned from Sweden, I have a much better understanding of several unspoken behavioral and cultural mores. It is a good summary guide for beginners, and is quick and pleasant to read. However, if you are looking for an in depth and very detailed book on the history of Sweden, this is not the best source for you. This book came from Goodwill immediately, and although I expected it to be in used condition, it is exactly like a new book. I appreciate the work Goodwill does, so I will continue to return to them to order books in the future, and I hope others will too.

Informative book providing useful insight into the social, personal, and professional behavior and beliefs of the Swedes, especially in relation to how those are similar or different to American ones. At its core, this book is--as its title suggests--intended to be a practical guide, so the prose tends toward the dry, but the advice, facts, and analysis provided in it are all helpful. To be read more for education or practical purposes than for leisure but it accomplishes--with more simplicity than style--what it sets out to do.

My daughter met a Swedish man about 10 years ago and she has now lived in Sweden for 8 years. They are getting ready to have their second child. I have made it my mission to learn everything I

can about Sweden and Swedish culture so as not to offend him or his family and my grandchildren, although after all this time I've probably already said or done something to offend him without being aware. The book is so good that I've begun lending it to family members so they will try to be more considerate when he and my daughter come to visit. It covers every possible area of Swedish life: politics, geography, customs, holidays, workplace considerations, etc. If you have Swedish relatives or friends, work with Swedes, either in the U.S. or Sweden, or just have a love of all things Scandinavian, I highly recommend this book.

I spent a few days in Sweden a couple of years ago while on vacation in Scandinavia.(I spent more time in Denmark and Norway.) Anyhow, I fell in love with all three countries and I want to visit Sweden again. This book helped my understand Sweden's delightfully quirky customs and gave me a better understanding of this nation's history. I should also say that I am strongly in favor of Sweden's social democracy and wish that the United States took as good care of its people as Sweden does. I really enjoyed the book.

Nice review of the Swedish society and their idiosyncrasy. The author compares many situations with North American culture, so the book is meant for them, not for Europeans (in general). But the reading is enjoyable and the book is well written. I liked it.

This book was so full of great information, I read parts of it twice. It was thorough and the information was extremely helpful as to understanding the people I met in Sweden. They appreciated the fact that I "had done my homework" before I arrived in Stockholm. It was really great to see some of the scenarios that this book presented actually play out in life, very cool. I am happy to highly recommend this book to anyone who will be spending time in Sweden. While in flight, I was reviewing some of the chapters and a man across the aisle caught a glimpse of the title and asked me about his friends who were from Sweden. His questions were addressed in this book so I just lent it to him for about 10 minutes and he had a big smile on his face and expressed his gratitude for helping him to understand them better. Thanks so very much!

Nice read about Swedes and Swedish culture.

I used this book as part of my preparation for doing intercultural communication training with a Swedish couple. I found the book very readable and useful. The Swedish couple was also

impressed with the passages I showed them and decided to buy several copies of it to share with American work colleagues.

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