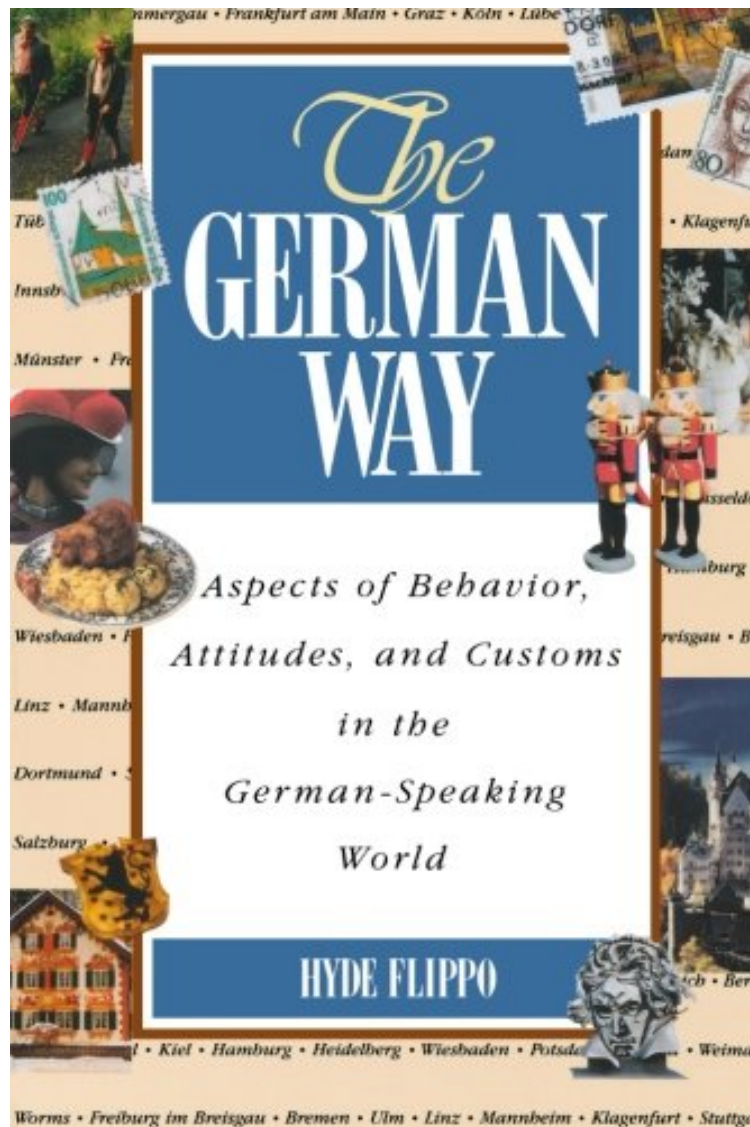


The German Way : Aspects of Behavior, Attitudes, and Customs in the German-Speaking World

Hyde Flippo

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Hyde Flippo : The German Way : Aspects of Behavior, Attitudes, and Customs in the German-Speaking World before purchasing it in order to gage whether or not it would be worth my time, and all praised The German Way : Aspects of Behavior, Attitudes, and Customs in the German-Speaking World:

85 of 88 people found the following review helpful. A must-have for travelers and business people By J. Collins I lived in Germany for over three years. My German acquaintances in general liked Americans; but they greatly disliked our

cultural ignorance. I also did part-time work as a tour guide and a portion of "tour guiding" is to educate people on the culture, and saw the extent of this ignorance first-hand. While German/Austrian/Swiss society is in a "big picture" sense similar to American, (guilt vs shame-based culture, individuality vs collectivism) there are major differences in personal and business relationships. Anyone who really wants to know Germany or succeed in business dealings with Germans ignores these differences at their peril. This book does an outstanding job of clearly explaining all aspects of German society from Government through economy, consumerism, to social relationships. It also spells out the contrasts between German and American ways of thinking, and between German and Austrian/Swiss world-views. Bottom line is if you want a better vacation experience in Germany, Austria, Switzerland, a better business trip, or are just interested in other cultures, get this book. 0 of 0 people found the following review helpful. An excellent book for the traveler or those just interested in all things German. By Susan V. This is an excellent book covering many interesting topics that should be useful for those who are traveling there for their first time or their 15th time. It is all arranged very conveniently, alphabetically. Even though I have been there several times, there were many things I still learned. It is not meant to be an encyclopedia, but it is a very handy resource that I highly recommend. I love Germany and Austria, the people are very friendly, and this explains what to expect from business meetings to dining out to the grocery store, and everything in-between. Have a wonderful time, but read this first, and bring it with you as a handy resource. 16 of 16 people found the following review helpful. Useful, entertaining--but not completely reliable. By Celia A. Sgroi This is an informative little book written in a very readable style, in which a "foreigner" can learn quite a bit about German behavior, attitudes and customs. Not surprisingly, the less you already know about life in Germany, Austria, and Switzerland, the more useful it is. One thing I don't much like is that the 77 brief articles are listed in alphabetical order by title, instead of by subjects or themes. Shouldn't "At the table" (6) and "Dining" (21) be grouped together instead of appearing 25 pages apart? And why not put something like "Greetings and common courtesies" (36) at the beginning of the book? Another problem is that some of the information has become dated. The introduction of the Euro has pretty much killed the discussion on currency, for example, and the abolition of customs and passport controls among the EU countries has advanced considerably since the book was published. The same is true for things like store opening hours and rules about having sales and giving discounts. These things are inevitable, of course, but they do affect the usefulness of the book. Nevertheless, this is an entertaining way to learn more about the people who live in the German-speaking countries of Europe, and it even boasts some humor. My favorite line is: "On a sweltering train the window remains closed because Germans seem to think that a draft will kill you quicker than heat prostration." How true!!

For All Students Ideal for a variety of courses, this completely up-to-date, alphabetically organized handbook helps students understand how people from German-speaking nations think, do business, and act in their daily lives.

The German Way is a handy guide to understanding how people from every corner of the German-speaking world think, do business, and act in their daily lives. Organized alphabetically for ease of use, The German Way is an indispensable reference to the common as well as the divergent cultural traits of German-speaking people. Included are 77 key traits, representing German-speaking people from all walks of life and from the following countries where German is spoken: Germany, Austria, and Switzerland. Familiarity with the varied ways in which these people celebrate holidays, interact with one another, eat, dress, and so on will increase your ability to communicate with German-speaking men and women everywhere. Complete with a bibliography and index, The German Way provides keen insights into the rich variety of customs and attitudes found in German-speaking countries. Whether you are a student, tourist, or business traveler, this book will help you break the cultural barrier - and appreciate the way things are done in the German-speaking world. The following are selected topics taken from the A-to-Z format in The German Way. The 77 cultural topics in the book include: Abbreviations and acronyms, Advertising and marketing, American influences, Angst, Arrival, The Autobahn, Beer and wine, Business (Wirtschaft) in the German-speaking world, Cinema: German-language film production, Crime and punishment: the law, Dialects, Dining, Ecology and the environment, Education (Bildung), Family, Fashion and design, The German Past, Greetings and common courtesies, Holidays and celebrations, House and home, The identity card (der Ausweis) and other red tape, Money, banks, and credit, Patriotism and nationalism, Police, Privacy, Radio and television, Shopping, Sports, Switzerland (die Schweiz), Trains, The Wall, The WC (die Toilette), Women in society. -- From the Publisher From the Back Cover The German Way is a handy guide to understanding how people from every corner of the German-speaking world think, do business, and act in their daily lives. Organized alphabetically for ease of use, The German Way is an indispensable reference to the common as well as the divergent cultural traits of German-speaking people. Included are 77 key traits, representing German-speaking people from all walks of life and from the following countries where German is spoken: Germany, Austria, and Switzerland. Familiarity with the varied ways in which these people celebrate holidays, interact with one another, eat, dress, and so on will increase your ability to communicate with German-speaking men and women everywhere. Complete with a bibliography and index, The German Way provides keen insights into the rich variety of customs and attitudes found in German-speaking countries. Whether you are a student,

tourist, or business traveler, this book will help you break the culture barrier - and appreciate the way things are done in the German-speaking world. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide