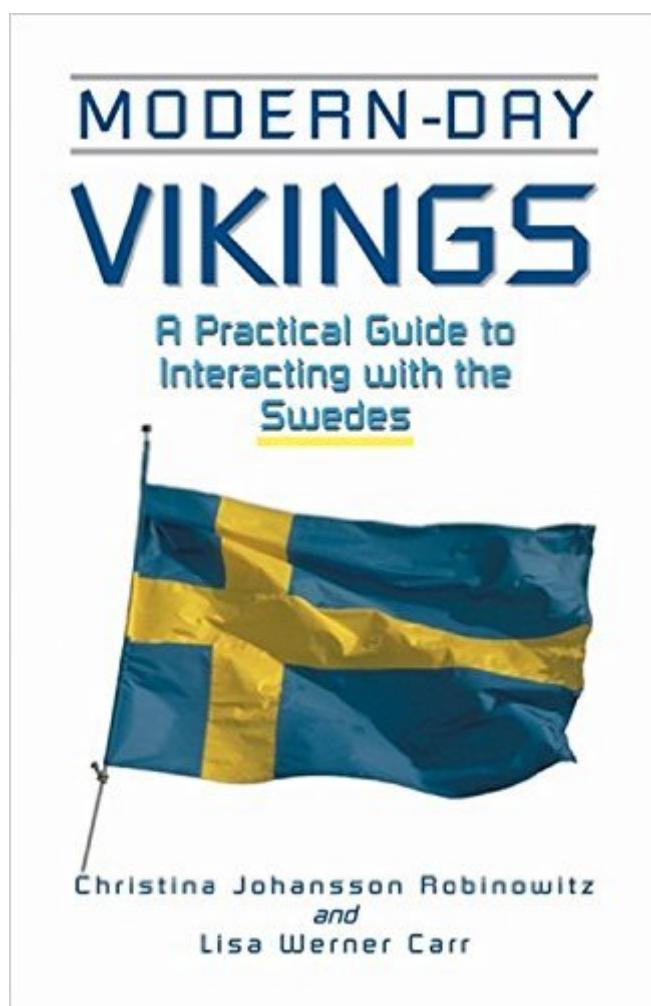


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# Modern-Day Vikings: A Practical Guide To Interacting With The Swedes (Interact Series)



## Synopsis

A window into Swedish culture, *Modern Day Vikings: A Practical Guide to Interacting with the Swedes* examines Sweden's social model and underlying values. Christina Robinowitz and Lisa Carr provide a window into the Swedish heritage of self-sufficiency, fairness, egalitarianism and democracy, breaking through the stereotypes often associated with the country.

## Book Information

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## Customer Reviews

Lagom bok. Writing a book is easy. Getting it "just right" is the hard part. Lagom, as the authors of *Modern-Day Vikings* tell us is the Swedish delight of getting things in the right proportion, including what is fitting and appropriate, no more, no less, and, in this case, writing a book about one's people without being either overbearing or falsely modest. Not too many of us, I suspect, have learned Swedish history other than as an appendix to what other great powers were about in times past. So the authors have been kind enough to sketch on the canvas of a single chapter the flow of events that take us from prehistory through Viking times to the unique, modern day Swedish model of society. History helps us understand culture and behavior and even allows us to see what triggers the stereotypes we acquire about others. "Sex, suicide, socialism and spirits," as the authors point out, are the false headlines most of us have absorbed about Swedes because we had so little familiarity with the real article. A Swedish friend of mine in her 50's complains that living in France she is still looked on as a *svenska flicka* ("loose Swedish girl") by some-not by me, of course. Too many Bergman films in my youth have left me still surprised to find so many cheery Swedes. We

learn how Modern Day Vikings value themselves and their history. Swedes appreciate modesty and above all, equality to a fault. They have wholesome homegrown virtues to bring to the marketplace of cultures, and, like all peoples in the great modern global exchange, these are being weighed and measured by the world of competition and the challenge of sustainability.

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