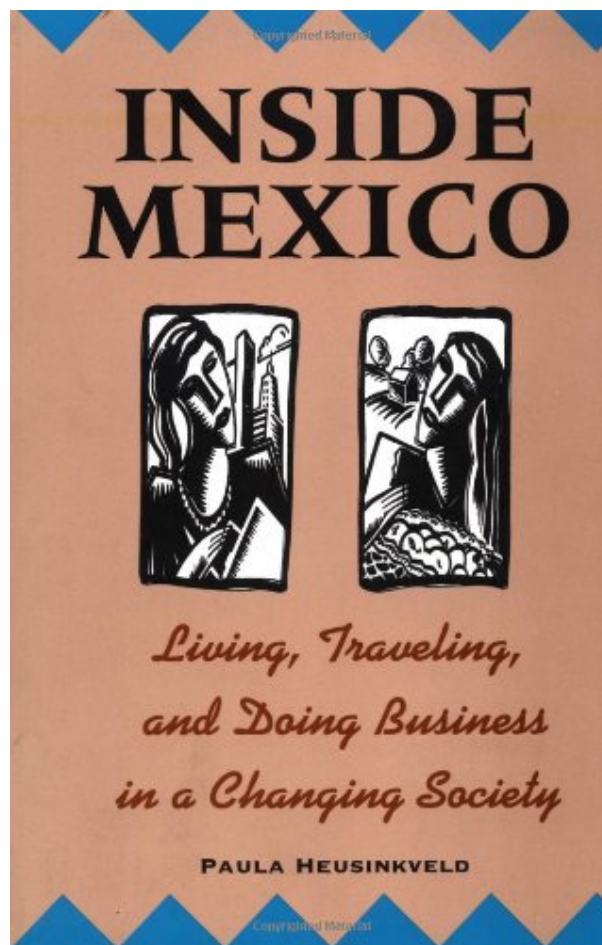


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# INSIDE MEXICO



*Living, Traveling,  
and Doing Business  
in a Changing Society*

PAULA HEUSINKVELD

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## From the Publisher

For visitors to Mexico, people doing business with Mexicans or for students wanting an informative introduction to contemporary Mexican society, this guide includes information on religion, gender relations, dress and appearance, manners, meals and concepts of time. Contains information on how attitudes and behaviors are changing in response to rapid modernization and increased interdependence with the United States. Includes appendices providing basic facts about Mexico.

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The key to successful business and travel in today's Mexico In Mexico, as everywhere, details of etiquette, culture, and protocol can make or break any business or social interaction. This fascinating and informative guide provides everything you need to develop a solid working knowledge of the Mexican people, their unique customs and values, and their distinct world view. You'll learn:

- How to talk to superiors and subordinates in the work-place, work with bureaucrats and officials, and schedule meetings
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- Insights into traditional Mexican mores and how they are changing in response to rapid modernization

If you are planning to live, visit, or do business in Mexico, here is a reference you cannot afford to be without.

## About the Author

PAULA HEUSINKVELD, Ph.D., has traveled extensively in Mexico since 1965 as a student, professor, writer, lecturer, and study program director. Currently an associate professor of Spanish at Clemson University, she has published many articles and conducted numerous seminars on language and cross-cultural topics.

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4 of 6 people found the following review helpful.

##### Inside Mexico

By A Customer

HIGHLY RECOMMENDED--should be required reading for every American so they have a better understanding of our neighbors to the south. I bought this when I first met my wife who is from Mexico. I found it very enlightening and worth every cent. It's easy to read since it is not in-depth, however, it is still very enlightening. It talks about real Mexico and real Mexicans--not the life and culture that surrounds resorts. It may need to be updated (10 years old) cause the youth in Mexico are greatly influenced by media (TV, movies, etc) today just as American youth are--however, it still provides great insight of where Mexicans are coming from.

2 of 3 people found the following review helpful.

##### Excellent Source

By David

I traveled to Mexico with Dr. Heusinkveld as a participant on one of her study abroad trips to the city where she wrote the book. I soon found out that not only is the book a must read for anyone interested in visiting or doing business in Mexico, but that the information that was published over 10 years ago is still very accurate in much of the country.

The book is a very easy read and not long at all. Its small size is very deceptive because the book is crammed with information that one should not go without.

Do not travel to Mexico without this book.

4 of 5 people found the following review helpful.

There'd be less misunderstanding if more of us read this gem

By A Customer

I've read and re-read this short book, and it has helped me tremendously to understand Mexico and Mexicans. Their culture is different enough from ours that our habits don't always work. For example, in the chapter on manners, the author points out that people often thank shop clerks when leaving a store. I tried this on a recent trip and discovered that it could lead to enjoyable short conversations. Published in 1994, I found it very timely in 2003.

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