

KEYS

Chapter 01 Land & People

1

- 1) Öresund Bridge.
- 2) SAD.
- 3) Seize the day.
- 4) Because they could surprise their enemies by using a special boat to cross both water and land.
- 5) In 2000.

2

- 1) F 2) F 3) T 4) F 5) T

Chapter 02 Values & Attitudes

1

- 1) B 2) D 3) D 4) C 5) D

2

- 1) Swedish think it means that everyone has just enough, and all share equally while Americans believe that everybody should have the

- opportunity to get his or her share.
- 2) Because all are equal and no one is entitled to any special treatment.
 - 3) Between 1654 and 1979.
 - 4) People have equal access to private lands as long as they don't disturb the owner or result in any destruction of the property.
 - 5) It is not about flag-waving, but rather a romanticized love affair with the natural, unspoiled beauty of the country.

Chapter 03 Customs & Traditions

1

- 1) 12; 2) star boys; 3) witches, Blue Mountain;
- 4) Midsummer's Eve; 5) name days.

2

- 1) New Year's Eve, Walpurgis Night, May Day, Midsummer's Eve, Crayfish in August, Fermented Herring, Goose in November.
- 2) Birth, Baptism, Confirmation, Graduation, Engagement, Weddings, Birthdays, Funerals.
- 3) On June 6. Because it marks the accession of Gustav I Vasa as King of Sweden in 1523.
- 4) On December 10. Because it is the anniversary of the founder, Alfred Nobel's death.
- 5) Hens. Stags.

Chapter 04 Making Friends

1

- 1) An overnight ski trip, golf outing, all-night birthday party, or an overnight boat cruise aboard a ferry to Finland.
- 2) Some professionals, such as lawyers, bankers and CEOs.
- 3) Dark or dark blue suits for men and conservative but fashionable dinner suits or pantsuits with good jewelry for women.
- 4) They can only be purchased at state-owned stores.
- 5) Because Swedish women have been taught to be self-sufficient and to consider themselves equal to men.

2

- 1) F 2) F 3) T 4) T 5) F

Chapter 05 The Swedes at Home

1

- 1) C 2) A 3) C 4) D 5) A

2

- 1) Their houses and apartments are well insulated and well heated, and windows are double-glazed and caulked against drafts.
- 2) Because light is precious in Sweden and large expanses of window can capture more beautiful views too.

004

- 3) Bedrooms.
- 4) 60 days.
- 5) They will use exclusion.

Chapter 06 Time Out

1

- 1) F 2) F 3) F 4) T 5) F

2

- 1) They have five weeks' paid vacation, twelve paid holidays, numerous "squeeze days" and various slow-down periods around the summer and winter solstices.
- 2) Bureau de change.
- 3) The open purchase policy allows you to return the merchandise within a certain period, usually one week, for a full cash refund.
- 4) Bandy.
- 5) Hiking, walks in the woods, berry picking and picnicking.

Chapter 07 Getting Around

1

- 1) B 2) D 3) A 4) C 5) B

2

- 1) F 2) F 3) T 4) F 5) F

Chapter 08 Business Briefing

①

- 1) 31; 2) punctuality; 3) flat, nonhierarchical; 4) 53;
5) residency permit, work visa

②

- 1) Medicine. 2) At 3:00 p.m. 3) Personal responsibility.
4) Many employees' rights are secured by unions.
5) To have local managers running their subsidiaries.

Chapter 09 Communicating

①

- 1) F 2) F 3) F 4) F 5) T

②

- 1) 112.
2) Directness and brevity.
3) Because verbal agreements are morally and legally binding.
4) They think it shows respect through absolute attentiveness.
5) On the surface, it seems true. Younger Swedes have readily adopted American expressions, style of dress, and entrepreneurial spirit—but underneath it all, they are still Swedes at heart.