

"The Hidden Europe is not only the book of the year, it also sets the 21<sup>st</sup> century's standard for travelogues."

— Flórián Farkas, Editor-in-Chief of the *Journal of Eurasian Studies*

"With wit and perception, Francis Tapon takes you on a wonderful journey."

— Peter Stansky, Professor of History, Stanford University

"You may think you know Europe, but this book will change your perspective forever."

— Neven Borak, Economist and Adviser to the Governor of the Bank of Slovenia

"A brilliant and insightful book. It's a travelogue on steroids. You'll learn much and laugh often."

— Amar Bhidé, Professor at the Fletcher School of Law and Diplomacy

"Francis Tapon is the next Bill Bryson! He's funny and educational."

— Lawrence J. Leigh, Visiting Professor at the University of Belgrade

## ABOUT THE AUTHOR



Francis Tapon is a public speaker, consultant, and author of *Hike Your Own Hike*. He has traveled to over 75 countries. His Chilean mother and French father raised him in San Francisco. He has a religion degree from Amherst College as well as an MBA from Harvard Business School.



Design by Yasmin Rahmani

## Travelogue



Francis Tapon yearned for a European adventure, but Western Europe seemed too tame and passé. So he traveled for over 3 years visiting every Eastern European country—all 25 of them.

*The Hidden Europe* cleverly mixes insightful facts with hilarious personal anecdotes. It's profound, yet light. Francis Tapon is a sharp observer who helps you distinguish a Latvian from a Lithuanian, while not confusing Slovenia with Slovakia.

You'll understand a side of Europe that is still mysterious and misunderstood even 20 years after the fall of the Soviet Union. Francis Tapon is an ideal guide in a book that will become a classic travel narrative.

## THE VOYAGE WILL TEACH YOU

- Why Baltic people are human squirrels.
- When and why Poland disappeared from Europe.
- Why Czechoslovakia and Yugoslavia broke up.
- Why Hungarians are really Martians.
- How Slovenians learn languages so quickly.
- Why the Balkans is so screwed up.
- Who really lives in Transylvania.
- Which Moldovan tradition saves marriages.
- What the future holds for Belarus, Ukraine, and Russia.
- Why communism was a dream . . . and a nightmare.

"Francis Tapon analyzes Eastern European economies, politics, and history on the one hand, and then he'll share his linguistics woes and truly unusual escapades on the other. Somehow it all works, like a carefully (and often funny!) assembled jigsaw puzzle."

— Adrian Cioroianu, former Romanian Minister of Foreign Affairs

Includes 16 pages of color photos and a color map!



# THE HIDDEN EUROPE

TAPON

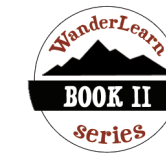


# THE HIDDEN EUROPE



## WHAT EASTERN EUROPEANS CAN TEACH US

FRANCIS



TAPON

\$25.99



When people talk about "visiting Europe," they are usually referring to Western Europe. But what about Eastern Europe? You don't really know Europe until you visit its mysterious eastern side.

Francis Tapon's quest was simple: explore every Eastern European country from the Gulf of Finland to the Black Sea. He saw them all in 2004 and then returned in 2008 to revisit them to see what had changed. He finally left in 2011 to share a side of Europe that few know.

Starting in the Baltic, you'll move through Belarus, Poland, Slovakia and get as far west as Slovenia before heading south into the thrilling Balkans. Then you'll head northeast through Bulgaria, Romania, Moldova, Ukraine, and Russia. It's a 25-country adventure spanning several years!

*The Hidden Europe* is an entertaining travelogue that also shares practical lessons that will impact your day-to-day life. You'll learn about today's Eastern Europe along with understanding the complex history of this fascinating and exciting region.

You'll also see how the locals live and realize that they do some things better than most of the world. You'll understand why smart money and groundbreaking tourists are flocking to this undiscovered territory. Best of all, you won't have to deal with the grumpy train ticket vendors.