

Translating Into Success is a collection of real-world case studies of companies crossing the language barrier to reach a worldwide market. It covers cutting-edge developments in these key areas:

- translation
- international product design
- software localization
- cross-cultural consulting
- multilingual design
- language tools and machine translation

Whether you come to the language industry as a practitioner—a linguist, designer, or manager—or a purchaser of translation solutions, this book offers success stories and best practices that can help cut translation cost, shorten turnaround, and improve quality.

Consider these touchstones of a booming language industry:

- The worldwide market for translation and software or Web localization services is US\$11 billion in 1999, growing to US\$20 billion in 2004 (Allied Business Intelligence).
- Non-English-speaking Internet users will exceed English-speaking users by January 2001. Business users on the Web are three times more likely to purchase when addressed in their native language, says Forrester Research.
- In fiscal 1998, over 60 percent of Microsoft's revenues came from outside the United States. In that same period, revenue from translated products exceeded US\$5 billion.
- *Newsweek*, *Glamour*, *Discover*, *People*, *The Wall Street Journal*, and *Rolling Stone* are now available in Spanish or Portuguese.

In *Translating Into Success*, you will learn:

- how **Microsoft** cut translation costs while improving quality
- how **Kodak** shortened translation turnaround, cutting time-to-market
- how **Johnson & Johnson** uses quality standards to manage translation liability
- how **Time** magazine culturally adapts its content to open new markets around the globe
- how **chipshot.com** crafted a Japanese e-commerce Web site from an English original
- how **Baan** and **Caterpillar** use language automation to cut costs and increase consistency
- how telecom giant **Ericsson** manages terminology to improve translation quality

About the Editor

Robert C. Sprung is editor of *Language International*, a magazine for professionals who deal with language and cross-cultural issues. He writes and speaks regularly on language and translation, including engagements at the computer show Comdex, a column on language in *Pharmaceutical and Medical Packaging News*, and a chapter in *Designing User Interfaces for International Use* from Elsevier. Sprung holds an A.B. from Harvard in Classics and German and an M.A. in Modern Languages from Cambridge (England). He is founder of Harvard Translations, a Cambridge, Massachusetts-based translation, localization, and foreign-language consulting company.