

# Translating Business: Hands-On Internationalization with John Garraty

In today's globalized economy, businesses need to be able to communicate effectively with customers and partners around the world. This means having the ability to translate their marketing materials, websites, and other business documents into different languages.

While machine translation has become increasingly sophisticated in recent years, it is still not a perfect solution. For businesses that need to ensure the accuracy and quality of their translations, hiring a professional translator is essential.



## TRANSLATING BUSINESS: Hands-on Internationalization by John A. Garraty

★★★★★ 5 out of 5

Language : English  
File size : 2342 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 129 pages  
Lending : Enabled



In his book, *Translating Business: Hands-On Internationalization*, John Garraty provides a comprehensive guide to the business of translation. He

covers everything from the basics of translation to the latest trends in the industry.

If you are a business owner or manager who is looking to expand your business internationally, this book is a must-read. Garraty's insights will help you to avoid the pitfalls of translation and ensure that your message is communicated effectively to your target audience.

### **Who is John Garraty?**

John Garraty is a leading expert in the field of translation. He has over 30 years of experience in the industry, and he has worked with some of the world's largest companies.

Garraty is the founder and CEO of Garraty Translation Services, a leading provider of translation and localization services. He is also a member of the American Translators Association and the International Federation of Translators.

In addition to his work in the translation industry, Garraty is also a professor of translation at the University of California, Berkeley. He is the author of several books on translation, including *Translating Business: Hands-On Internationalization*.

### **What is Translating Business About?**

*Translating Business: Hands-On Internationalization* is a comprehensive guide to the business of translation. The book covers everything from the basics of translation to the latest trends in the industry.

Garraty begins by providing a brief overview of the translation process. He then discusses the different types of translation, such as literary translation, technical translation, and business translation.

Once you have a basic understanding of the translation process, Garraty moves on to discuss the business side of translation. He covers topics such as how to find a translator, how to negotiate a translation contract, and how to manage a translation project.

Garraty also provides insights into the latest trends in the translation industry. He discusses the rise of machine translation, the increasing demand for localization services, and the growing importance of cultural sensitivity in translation.

### **Why Should You Read *Translating Business*?**

If you are a business owner or manager who is looking to expand your business internationally, *Translating Business: Hands-On Internationalization* is a must-read. Garraty's insights will help you to avoid the pitfalls of translation and ensure that your message is communicated effectively to your target audience.

Here are a few of the benefits of reading *Translating Business*:

\* You will learn about the basics of translation, including the different types of translation and the translation process. \* You will gain insights into the business side of translation, including how to find a translator, how to negotiate a translation contract, and how to manage a translation project. \* You will learn about the latest trends in the translation industry, including

the rise of machine translation, the increasing demand for localization services, and the growing importance of cultural sensitivity in translation.

*Translating Business: Hands-On Internationalization* is a valuable resource for any business that is looking to expand internationally. Garraty's insights will help you to avoid the pitfalls of translation and ensure that your message is communicated effectively to your target audience.

If you are serious about growing your business internationally, I highly recommend reading this book.



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