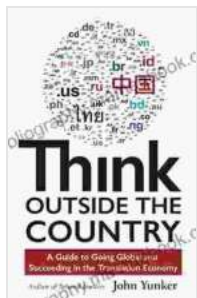


Going Global: A Guide to Succeeding in the Translation Economy



Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Economy by John Yunker

★★★★☆ 4.8 out of 5

Language : English
File size : 7529 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 259 pages
Screen Reader : Supported



In today's interconnected world, businesses are increasingly looking to expand their reach beyond borders. The translation economy is a rapidly growing industry that enables companies to communicate with customers and partners in different languages and cultures.

Going global can be a daunting task, but it can also be incredibly rewarding. By following these tips and advice from industry experts, you can increase your chances of success in the translation economy.

Benefits of Going Global

- Increased market reach
- Improved customer satisfaction
- Enhanced brand reputation

- Increased revenue and profit
- Competitive advantage

Challenges of Going Global

- Language barriers
- Cultural differences
- Regulatory compliance
- Cost
- Time

How to Succeed in the Translation Economy

1. **Conduct market research.** Before you start translating your content, it's important to conduct market research to identify your target audience and their language needs. This will help you determine which languages to translate into and the best way to reach your target audience.
2. **Choose a translation provider.** There are many different translation providers out there, so it's important to do your research and choose one that meets your needs and budget. Consider factors such as the provider's experience, reputation, and pricing.
3. **Create high-quality content.** The quality of your translated content will have a major impact on its effectiveness. Make sure to create high-quality content that is accurate, clear, and engaging.
4. **Optimize for search engines.** If you want your translated content to be found by potential customers, it's important to optimize it for search

engines. This includes using relevant keywords and phrases in your content and building backlinks to your website.

5. **Measure your results.** Once you've started translating your content, it's important to measure your results to track your progress and identify areas for improvement. This will help you ensure that your translation efforts are achieving your desired goals.

Case Studies

Here are a few case studies of companies that have successfully gone global by leveraging the translation economy:

- **Netflix:** Netflix is a global streaming service that offers its content in over 20 languages. The company has been able to achieve great success by translating its content into the local languages of its target markets.
- **Airbnb:** Airbnb is a global accommodation rental service that allows users to book vacation rentals in over 190 countries. The company has been able to achieve great success by translating its website and mobile app into over 60 languages.
- **Alibaba:** Alibaba is a Chinese e-commerce company that has expanded its reach into global markets. The company has been able to achieve great success by translating its website and mobile app into over 10 languages.

Expert Insights

Here are some insights from industry experts on how to succeed in the translation economy:

- "The translation economy is a rapidly growing industry that offers businesses a great opportunity to expand their reach and increase their revenue. By following these tips and advice, you can increase your chances of success in this global marketplace." - **Lisa Lockwood, CEO of Lionbridge**
- "When going global, it's important to remember that your target audience is not just a different language, but a different culture. It's important to be sensitive to cultural differences and to make sure that your translated content is appropriate for your target market." - **Alberto Ferrari, CEO of Translated**
- "The key to success in the translation economy is to create high-quality content that is accurate, clear, and engaging. Your translated content should be just as good as your original content, and it should be able to resonate with your target audience." - **John DeBoer, CEO of TrustBridge**

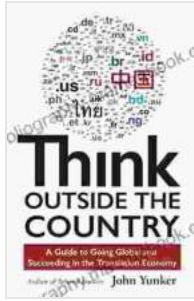
Going global can be a daunting task, but it can also be incredibly rewarding. By following these tips and advice from industry experts, you can increase your chances of success in the translation economy.

Remember, the key to success is to plan carefully, choose the right translation provider, create high-quality content, and measure your results.

With the right approach, you can use the translation economy to reach new markets, grow your business, and achieve your global ambitions.

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