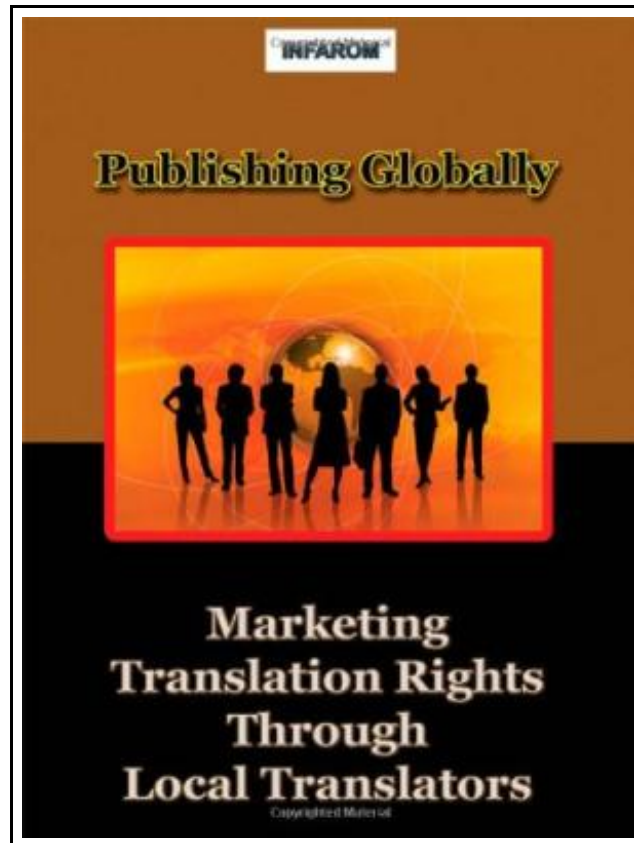


Publishing Globally: Marketing Translation Rights Through Local Translators



Filesize: 2.69 MB

Reviews

*A really awesome pdf with lucid and perfect information. It is loaded with wisdom and knowledge I am just effortlessly could get a satisfaction of reading a composed book.
(Claudine Jerde)*

PUBLISHING GLOBALLY: MARKETING TRANSLATION RIGHTS THROUGH LOCAL TRANSLATORS



INFAROM. Paperback. Book Condition: New. Paperback. 110 pages. Dimensions: 8.0in. x 5.0in. x 0.5in. Like every other trade nowadays, the book industry is experiencing the process of globalization. For publishers, licensing the translation rights for some titles represents an important direction of development. The traditional way is to find a foreign rights agent or agency to represent the publisher abroad. There are no rules for the process of licensing translation rights through agents or agencies, no recipe for success, and the outcome of such a marketing process is unpredictable. The movement of the titles in the foreign rights market is somehow chaotic under the traditional system. After studying the global translation and foreign rights marketing phenomena in the last few years, our publishing house has developed and tested a system of marketing translation rights that will help to equalize opportunity for publishers in the international book trade. This system - described in detail in the book - aligns the interests and skills of all parties involved in the process of marketing translation rights and allocates the full amount of resources an agent can use for each particular represented title. The system is very natural, therefore simple, as it is based on supply and demand. It has key features that make it workable in any economic environment and provides obvious advantages compared to the traditional approach to marketing translation rights. It aligns the right skills working for the right product to be promoted to the right market segment. And it introduces a new team member: the native translator, who has the opportunity to do translation in his or her field of expertise and get additional income beyond the payment for the translation itself. The system addresses both publishers and translators. It is intended primarily as a development tool for small and medium...



[Read Publishing Globally: Marketing Translation Rights Through Local Translators Online](#)



[Download PDF Publishing Globally: Marketing Translation Rights Through Local Translators](#)

You May Also Like



DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 6.5in. x 0.2in. Written by leading children's authors and compiled by leading experts in the field, DK Readers are one of the most delightful...

[Save PDF »](#)



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she...

[Save PDF »](#)



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in. This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured...

[Save PDF »](#)



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs...

[Save PDF »](#)



Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. It's late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy...

[Save PDF »](#)