

Global Content Strategy

A Primer

Val Swisher

Foreword by John Yunker



**The Content
Wrangler**
Content Strategy Series

Global Content Strategy A Primer

Marco Cordioli



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Localizing Employee Communications Ray

Walsh,2019-12-20 Global content in English doesn't get noticed Localizing Employee Communications is a practical guide to ending conventional communication practices that stand in the way of effectively reaching employees around the world Adapting for language and culture is critical to reach customers and the same is true for busy employees This book shows you how to navigate some of the biggest challenges in cross border employee communications by partnering with local business units This book argues that the ideal organization translates almost nothing Instead global headquarters provides only back end support to local business units who create and deploy employee content that's appropriate for their culture and local business realities Localizing Employee Communications draws on the insight of nearly 30 experts from a variety of communications disciplines including Deborah S Bosley Gerry McGovern Alan Oram Jonathan Phillips Alan J Porter Ann Rockley Carmen Simon and Val Swisher Inside the Book Part I The Landscape In Country Part II Leadership Governance and Budget Part III Low and No Cost Strategies Part IV Capabilities and Resources Glossary Interviewee Biographies Index

The Language of Localization Katherine Brown-Hoekstra,2017-10-31 The Language of Localization defines 52 terms that every business professional should know even professionals who do not specialize in localization In a global market every business person needs to understand the importance of localization and be able to speak intelligently with localization professionals Each term was authored by an expert practitioner who provided a short definition a statement of why that term is important and an essay that explains why a business professional or localization practitioner should understand the term The Language of Localization covers everything from basic terms such as translation to the latest concepts such as augmented translation and machine translation In addition there are short definitions of 70 additional business linguistics and standards terms For those who want to dig deeper there are more than 150 references for further exploration Expertly compiled and edited by Katherine Brown Hoekstra this book is a useful reference for localization experts managers students and any business person who works in a global market **The Language of Technical Communication** Ray

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Crabbe,2017-01-30 This book provides an in depth study of controlled languages used in technical documents from both a theoretical and practical perspective It first explores the history of controlled languages employed by the manufacturing industry to shape and constrain the information in technical documents The author then offers a comparative analysis of existing controlled languages and distills the best practice features of those language systems He concludes by offering innovative models that can be used to develop and trial a new controlled language This book will be of interest to linguists working in technical and professional communication as well as writers and practitioners involved in the production of technical documents for companies in multiple industries and geographical locations La via del marketing per la

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