



Local*by***Design**

Brazil Localization Report

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Getting to know Brazil

Brazil is the largest economy in Latin America, the fifth most populous country in the world, and it is the destination of an increasing number of multinational companies.

Tech companies such as Dell, Intel, Gateway, Google, and Palm have increased their investments in this market in recent years. Starbucks entered the market in late 2006, and Wal-Mart plans to spend nearly a billion dollars on new stores in 2007.

Succeeding in Brazil requires an effective localization strategy. That's where this report fits in.

This report is designed to give marketing and Internet executives a quick understanding of the Brazilian country and consumer.

The report blends Web and marketing localization tips with real-world insights based on our interviews with Brazilian translators and cultural experts.

Finally, the report includes a number of in-country translation resources to help you get started on your journey into this emerging market.

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About Byte Level Research

Since 2000, Byte Level has been at the forefront of helping companies embrace Web globalization and develop best-of-breed Web sites. Our goal is to help marketing and Web teams create Web sites that truly speak to the world, across languages and borders.

We pioneered the practice of global gateway design, and we were the first firm to begin benchmarking global Web sites across all industries. Over the years, we have studied thousands of Web sites and interviewed many of the executives who manage these sites.

Byte Level co-founder John Yunker is editor of *Global by Design*, a publication devoted to Web globalization read by executives at many of the world's largest and most innovative companies.

For information on new and upcoming localization resources, join the *Web Globalization News* mailing list at: www.globalbydesign.com/resources.



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