New book helps companies
Think Outside the Country

(Ashland, Oregon) You don't need to travel the world to to take your company global. What you do need is an open mind and the desire to become a global generalist. This book will help. Based on 15 years of experience helping companies go global, author John Yunker provides:

- A process for creating world-ready products, websites, and software
- Cultural insights into China, Russia, Germany, Brazil, India, and more
- Tips for localizing text, images, icons, and pictures for the world
- Five rules of the translation economy
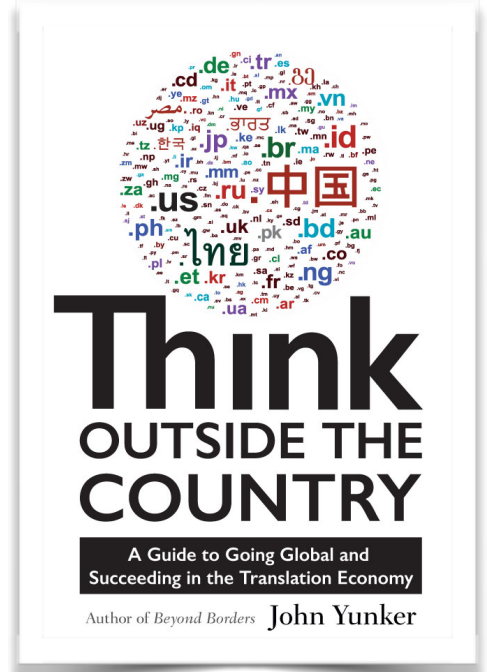
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In the information economy, information is power. In the translation economy, translation is power. And thanks to translation and localization, companies like Apple, Nike, and General Electric now make more money from outside the US than from within it. This book helps marketers, designers, and executives develop sound strategies for going global—and avoid costly and embarrassing mistakes along the way. In addition, you'll find the ultimate globalization checklist that your web, marketing, and product teams can use to make sure you go global the right way the first time.

About the Author

John Yunker is the world's leading expert on web and content globalization, and is author of *Beyond Borders* and *The Savvy Client's Guide to Translation Agencies*. For the past 15 years author John Yunker has helped hundreds of companies improve their global marketing, websites, and software. As co-founder of Byte Level Research, his reports are used by companies including Adobe, FedEx, Philips, and Marriott.

Midge Raymond, Byte Level Books

For more information, visit www.bytelevelbooks.com.