



Byte Level Books

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# Think Outside the Country now available in Japanese

(December 23, 2017) Japanese publisher Born Digital (in collaboration with consulting firm Mitsue-Links) announces the publication of the Japanese edition of *Think Outside the Country*.

The book brings the web and content globalization practices to business leaders throughout Japan, including:

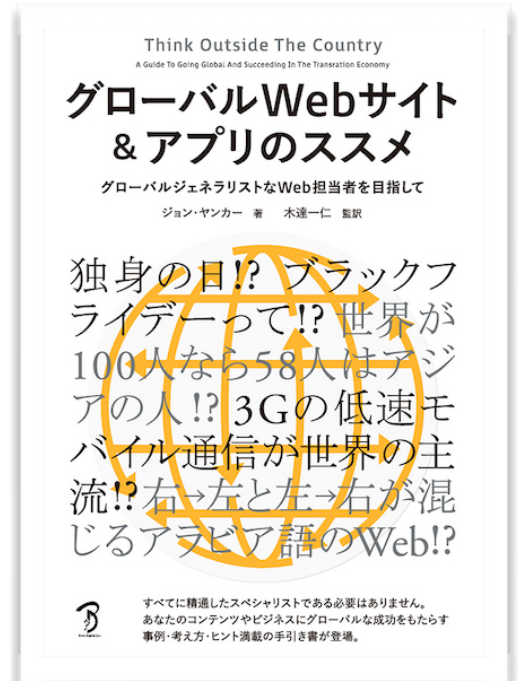
- A process for creating world-ready products, websites, and software
- Cultural insights into China, Russia, Germany, Brazil, India, and more
- Tips for localizing text, images, icons, and pictures for the world
- Five rules of the translation economy

This book helps marketers, designers, and executives develop sound strategies for going global—and avoid costly and embarrassing mistakes along the way.

### 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.

For more information, visit [www.bytelevelbooks.com](http://www.bytelevelbooks.com) (US) and [www.borndigital.co.jp/book/6484.html](http://www.borndigital.co.jp/book/6484.html) (Japan).



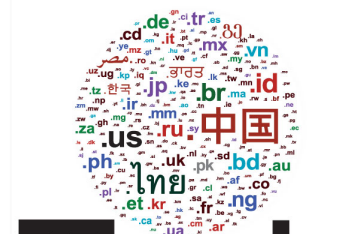
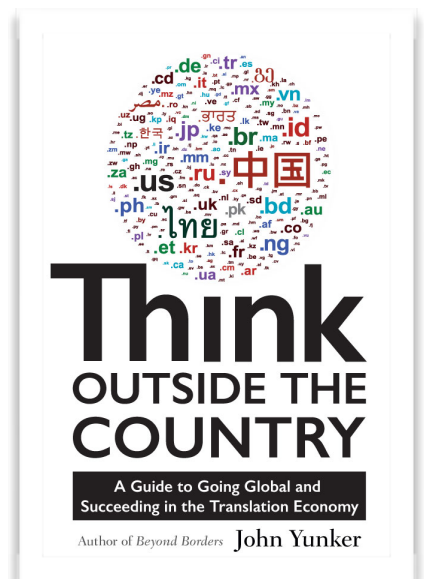
Think Outside The Country  
A Guide To Going Global And Succeeding In The Translation Economy  
グローバルWebサイト  
& アプリのススメ

グローバルジェネラリストなWeb担当者を目指して  
ジョン・ヤンカー 著 木達一仁 監訳

独身の目!? ブラックフ  
ライダーって!? 世界が  
100人なら58人はアジ  
アの人!? 3Gの低速モ  
バイル通信が世界の主  
流!? 右→左と左→右が混  
じるアラビア語のWeb!?



すべてに精通したスペシャリストである必要はありません。  
あなたのコンテンツやビジネスにグローバルな成功をもたらす  
事例・考え方・ヒント満載の手引き書が登場。



Think  
OUTSIDE THE  
COUNTRY

A Guide to Going Global and  
Succeeding in the Translation Economy

Author of *Beyond Borders* John Yunker