



The One Source for a World of Translation Services

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## The True Cost of Translation Blunders

Sometimes, translation errors can be downright amusing (but not at the expense of our own company's reputation).

For instance, would you buy a dental product that made this claim?

*"Makes yellow teeth disappear without a trace."*

In an Athens hotel:

*"Visitors are expected to complain at the office between the hours of 9 and 11 a.m. daily."*

There is a story told by the wife of American author George Steinbeck. While traveling in Japan, she visited a bookstore to see if they carried a copy of her husband's latest work, *The Grapes of Wrath*. After some searching, she was finally able to locate an English-Japanese-English translation of the book. To her dismay, it was entitled *The Angry Raisins*.

Accurate translation of your company's products is a great investment in customer satisfaction whether you are targeting the US foreign speaking market or abroad. The cost of an inaccurate or inappropriate portrayal of your company and its products to foreign markets can sink your return on investment and can cause grave embarrassment. Translated documents must be culturally sensitive and correct. The Language Center has a proven record of producing accurate translations, on time and to your specifications. Every translation is created by a team of screened, tested and qualified translators, editors, and proofreaders who are experienced professionals accredited within their fields of expertise with signed confidentiality agreements in place before every assignment to protect your interests. With over 35 years of experience in the translation business, we can guarantee that you will be pleased with the quality and service we provide and your company's image will be portrayed in an accurate and culturally correct and sensitive manner.

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