



Case Study

Book Globalization:

Translation and desktop publishing of "Mastering the Rockefeller Habits" by Verne Harnish

Platform: PC

Languages: Spanish

Tools: MS Word, Adobe Photoshop, QuarkXPress, Acrobat, Trados 6.5

About the Client

Gazelles is the premier outsourced corporate university for mid-size firms (30 to 2,000 employees). Modeled after Dell Learning, GE's Leadership Center at Crotonville, and Motorola University, Gazelles brings Fortune 50-quality executive programs to mid-market executives. Verne Harnish, Gazelles' founder, was named one of the "Top 10 Minds in Small Business" by Fortune Small Business Magazine (FSB), and is the



"Growth Guru" columnist for FSB.com and a frequent writer for Fortune Small Business magazine. Verne is the author of

Mastering the Rockefeller Habits: What You Must Do to

Increasing the Value of Growth Companies Increase the Value of Your Fast-Growth Firm.

Results

"Globalization Partners provided excellent Spanish language translation and desktop publishing services for one of our major titles", said Verne Harnish, President of Gazelles, Inc. "They translated the book using a universal Spanish so we could correctly publish it for over 22 Spanish speaking locales and their production department worked well with our print house providing both Quark and Acrobat PDF files for printing".

About the Project

Globalization Partners International (GPI) completed the Spanish translation and desktop publishing of "Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast-Growth Firm". Gazelles needed the Spanish language edition of their bestselling book in order to meet publishing and conference demands throughout Latin America.

The project included GPI providing a draft translation of all text, forms and graphics subject to the review and approval by the author and editors. Then a final Spanish version incorporating any comments was completed. After translation, GPI performed desktop publishing of the book formatting it to match the English original, and preparing the book for offset printing. GPI used a documented QA process tracking the creation of the Spanish version of the book from glossary development to final print. In order to provide a universal Spanish GPI's project team consisted of native translators and copy writers from 6 different Spanish-speaking countries.

Translation Memory technologies were used in order to provide Gazelles with cost-effective and consistent updated editions of the book.

FYI: GPI is a "Fast-Growth Gazelle" according to the books definition of a Gazelle.

Gazelle ga-zelle (n.) Any firm whose revenue has grown at least 20% per year for the past four years.

