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Publishing Globally: Marketing Translation Rights Through Local Translators

By -

INFAROM. Paperback. Book Condition: New. Paperback. 110 pages. Dimensions: 8.0in. x 5.0in. x 0.5in. Like every other trade nowadays, the book industry is experiencing the process of globalization. For publishers, licensing the translation rights for some titles represents an important direction of development. The traditional way is to find a foreign rights agent or agency to represent the publisher abroad. There are no rules for the process of licensing translation rights through agents or agencies, no recipe for success, and the outcome of such a marketing process is unpredictable. The movement of the titles in the foreign rights market is somehow chaotic under the traditional system. After studying the global translation and foreign rights marketing phenomena in the last few years, our publishing house has developed and tested a system of marketing translation rights that will help to equalize opportunity for publishers in the international book trade. This system - described in detail in the book - aligns the interests and skills of all parties involved in the process of marketing translation rights and allocates the full amount of resources an agent can use for each particular represented title. The system is very natural, therefore simple, as it is based on...



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