



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...



READ ONLINE
[1.17 MB]

Reviews

Completely among the finest publication I have possibly read. It really is basic but excitement in the fifty percent from the pdf. Your lifestyle span is going to be convert when you total looking at this publication.

-- **Dr. Curt Harber**

This pdf is so gripping and fascinating. It really is rally intriguing throug looking at period of time. I am pleased to tell you that this is basically the very best publication we have go through within my personal lifestyle and might be he very best ebook for ever.

-- **Eleonore Muller DVM**

Related Kindle Books



DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 6.5in. x 0.2in. Written by leading children's authors and compiled by leading experts in the field, DK Readers are one of the most delightful ways to capture children's interest and help...



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in. This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured duck to the vet, it is just...



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy to her parents, she's whisked off against...



The Poems and Prose of Ernest Dowson

Book Jungle. Paperback. Book Condition: New. Paperback. 200 pages. Dimensions: 9.2in. x 7.5in. x 0.5in. The Poems and Prose of Ernest Dowson The Project Gutenberg eBook of The Poems And Prose Of Ernest Dowson by Ernest Dowson et al Copyright laws are changing...