

Case Study - Emerald Insight



Emerald is a leading English language publisher of academic and professional literature in the fields of management, library services and engineering.

Emerald was established in 1967 and today offers a number of services to universities across the globe. Emerald's 21st century offering includes its flagship product Emerald Management Xtra and Emerald ManagementFirst, its key product for the corporate sector. These are integrated databases which provide access to over 58,000 articles, reviews and academic resources.

Wéb-Tränslatiõns translated marketing letters and promotional leaflets directed at key decision makers in libraries within universities worldwide, with a particular focus on Western Europe and South America. In this way Wéb-Tränslatiõns helped Emerald Insight to successfully promote their online resources globally and develop strong relationships with its non English speaking buyers worldwide.

The Challenge

To translate promotional letters for Spanish, French, Italian, Japanese, Portuguese, Russian and Chinese speaking countries in different regions of the world

To communicate and sell to Emerald's potential buyers in academic institutions worldwide

To create translations which reflect each region's culture and working environment

The Solution

Communication with translators via internet based technologies to ensure translations are started immediately

Online ordering system which enables Emerald to upload files, get a quotation and order instantly

Translation and proofreading by in-country pre-approved translators to maintain style, terminology and consistency

The Results

Translation of all documents within two working days

Desk Top Publishing (DTP) for Russian, Japanese and Chinese to ensure texts written in non Latin based characters are supported on all computers

Focus on providing accurate translations which take into account regional language variations for European and South American Spanish and Portuguese

Continued collaboration with Emerald Insight on further translation projects

The Account Manager for Emerald Insight is Stella White.

The Project Manager for Emerald Insight is Jennifer Rodgers.

Want to know more?... Contact us on 01924 360460

