



**For Immediate Release**

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**The Link Between Global Markets and Translation**

*-Recently published book refers to the work of local translation industry professional*

**MILWAUKEE, WI, September 15, 2005** – The recently published book, *L'industria della traduzione: Realtà e prospettive del mercato italiano*, by Gianni Davico, addresses the language issues faced by businesses as a result of the increasing levels of trade among nations of the world. Davico's book focuses specifically on the impact that globalization has made on the translation industry in Italy, while stressing the importance of communication across borders and cultures.

An excerpt from the author's website reads, "As a result of globalization, much loved or hated, depending on one's point of view, the importance of being able to communicate in different languages in order to do business with other countries has grown exponentially for companies. The translation industry is hence a market segment enjoying continuous expansion, as communication between different peoples has become a fundamental instrument to overcome the linguistic and cultural barriers dividing them."

Davico's book also documents the work of [Hélène Pielmeier](#), Director of Client Services at Iverson Language Associates, Inc. Pielmeier is quoted for her expertise in project management as it relates to the translation process. "We specialize in projects directly related to our client's focus on international markets. We help our clients recognize the positive return on investment, and the competitive advantage of translating their documentation for the countries where they are doing business," states Pielmeier.

Information on Davico's book is available at [http://www.tesietesti.it/br\\_rec\\_industria.asp](http://www.tesietesti.it/br_rec_industria.asp).

About Iverson Language Associates, Inc.:

Headquartered in Milwaukee, Iverson Language Associates, Inc. works with companies nationwide to provide strategic solutions for managing document translation. Clients include companies and organizations that have an ongoing need to communicate business-critical information in multiple languages. Detailed information on the company can be obtained by visiting [www.iversonlang.com](http://www.iversonlang.com).

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