## **Uplevel Your Localization Project Management (Paperback)**



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(Dr. Porter Mitchell)

#### UPLEVEL YOUR LOCALIZATION PROJECT MANAGEMENT (PAPERBACK)



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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. This book is for aspiring Localization Project Managers who want to uplevel their career. Localization Project or program Management is one of the most underestimated, often unappreciated job roles. The size of the overall global language industry is currently around US\$40 Billion with estimates to grow up to US\$45 Billion by 2020. Much of industry and shareholders interest focuses on language related technology. While technology solutions are a vital part of the highly dynamic globalization business, it is imperative to sharpen the project management capability that pulls intelligence, specialties, and technology altogether. The work required in these fields is far beyond the translation and software internationalization. Project managers have to be well versed in knowledge and experience working with specialists; geopolitical, natural language, advertising law, transcreation, complex scripts, graphic reproduction, voice reproduction, audio recording, video rendering, anti-piracy, regulatory and compliance. This expertise needs to build on top of localization project management skills. Localization Project Managers; both within the business and from language service providers, are responsible heroes/heroines behind the scenes and are usually the last person to leave the office. If you a manager of Localization Project Management team, you may feel the similar frustrations. Although managers spend much effort in growing their talented staff professionally, it is no wonder those superstars get tired of doing the same thing over and over, change companies often, the worst case, burnout, and leave the profession altogether. This book provides you a compass to navigate your professional career and journey. Managers can use this book to up-level your team and retain the indispensable superstars. Your business is as good as the quality and competency of your project managers. L



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