



Quality In Professional Translation: Assessment and Improvement (Bloomsbury Advances in Translation)

By Joanna Drugan

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Quality In Professional Translation: Assessment and Improvement (Bloomsbury Advances in Translation) By Joanna Drugan

How do translation companies, multilingual international organizations and individual translators measure and improve the quality of their translations? This book reports on the range of approaches to quality assurance across the translation industry, from Norway to China, from the individual freelance working in a home office to the largest translation supplier in the world. Best practice is outlined for a range of translation scenarios, enabling readers to learn from others' experience - and mistakes. The author also draws on over a decade's experience to outline the potential to improve quality by exploiting modern technological support tools such as translation memory software.

New and experienced translators will gain understanding of what employers expect (and reward); translation companies can learn how their peers and rivals manage this sensitive area of their work; clients will find out what levels of quality they can expect; and academics are provided with an illuminating insight into how quality is assessed and guaranteed in the profession today.

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Editorial Review

Review

Well-written and easy to read ... The author merits praise for her up-to-date, highly practical and wide-ranging study on [this] so far little researched subject ... I wholeheartedly recommend the book to anyone interested in professional translation quality. Journal of Specialised Translation Reflections on the concept of quality are a classic in Translation Studies. Less common is the existence of work on the topic as ambitious and as true to reality as Joanna Drugan's book. Ambitious, because it examines a plethora of settings ... [a]nd realistic because the work is based on direct observation of what goes on in those settings ... [This book] is essential reading. Parallels To my knowledge, this is the first cross-sectional study of such a scale which mixes practices of field and traductology. The positive points are numerous: scientificity, complete coverage and a strong anchor in practice ... In three adjectives this book is scientific, illuminating and unique. 'les notes d'owlet' blog [Bloomsbury translation]

About the Author

Joanna Drugan is Senior Lecturer in Applied Translation Studies, University of East Anglia, UK

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