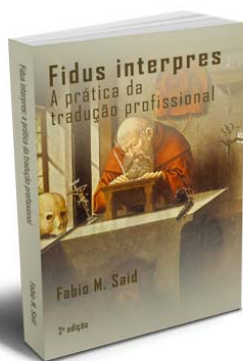


# Book Information Sheet



“*Fidus Interpres: A Prática da Tradução Profissional*”,  
a 256-page, Portuguese-language book about the translation industry

(including common practices & requirements, business issues,  
translation techniques, software tools, marketing strategies, ethics)

Written by Fabio Said, professional translator since 1993 & editor of  
successful translation blog [fidusinterpres.com](http://fidusinterpres.com)

ISBN: 978-85-910098-6-2 (printed in **Brazil**); 978-85-910098-7-9 (**U.S.** version), 978-85-910098-5-5 (**e-book**)

## (Translated) Book Description

This is the second edition of a Portuguese-language book originated from a translation blog that has reached one million visitors in three years. It targets above all translation students and fledgling translators, as well as anyone interested in learning about the translation industry's practices and mechanisms. It has a direct approach and focuses on translation as a career and a means of livelihood. It is not about the “art of translation” or jokes about translation mistakes. This is rather a manual for professional translators, with information and tips on translators' specializations, the native speaker principle, the role of professional associations, sworn translation in Brazil, literary translation, translation techniques, translation tools, terminology management, quality control, legal and tax requirements for the translating profession, pricing methods, marketing strategies, ethics and other relevant topics.

---

## (Translated) Table of Contents

### Preface to the 1<sup>st</sup> Edition

### Preface to the 2<sup>nd</sup> Edition

### Introduction

#### 1. Professional translation

Translating from and to one's native language

Translators and interpreters

The myth of 100% faithful translation

A translator is not an author

The principle of a native speaker translator

Translation and volunteering

A typical translation project

#### 2. The professional translator

What do people think of translators?

“I've always dreamed of translating”

What is a professional translator?

A translator's basic abilities

Translating with cultural awareness

The translator's virtuous circle

Does a translator choose what to translate?

Translator, the world's best profession

Translation education

Competition in the translation industry

Regulation of the translation profession

Professional associations for translators

Translators, a divided professional category?

The ethics of the translation industry

#### 3. The translation industry

Translators make the world go round

The reality of the translation industry

Translation as means vs. as purpose

Book translation

Audiovisual translation

Localization

Technical translation

Verbs in specialized translation

Translating for government agencies

Subcontracting, outsourcing

How much does a translator earn?

Productivity

Test translations – pros and cons

Referrals from fellow translators

Strategies for adding value to translation services

#### 4. Specializing as a translator

A translator's general knowledge

Specialized(ing) translator

Specialization: an industry requirement

The road to specializing

Brazilian vs. European Portuguese

The client pays more not to be the first

#### 5. Sworn translation

Legal/business translation

Sworn translation in Brazil

Sworn translators: examinations and temporary appointment

#### 6. Translation techniques

Literal translation

Semantic translation (equivalence)

Formal translation

Amplifying (explicative translation)

Putting the original word in brackets

Reducing/suppressing  
Translating with similar ideas  
Generalizing vs. Particularizing  
Copying  
Borrowing  
Translating verbs/adjectives as nouns  
Translating nouns as verbs/adjectives  
Translating adverbs as phrases  
Modulation  
Avoiding synonym strings  
Avoiding repetitions  
Cognates, false cognates, false friends  
Adapting punctuation  
Reorganizing syntax  
Translator's note  
Using a third language for research

### 7. The translator's tools

The virtual translation office  
The translator's library  
Hardware  
Translation memory  
CAT tools  
PDF, a translator's number one enemy  
Advanced use of technology  
Machine translation

### 8. Terminology and translation

The importance of terminology  
Own vs. imported terminology  
Controlled language  
Terminology management  
Searching terminology on the Internet  
Two myths: the "good glossary" and the "standard translation"

### 9. Translation quality

What is quality translation?  
The source's quality affects the translation's quality

The danger of "translatorese"  
Translation quality control  
Translation quality standard  
Standards for language codes

### 10. Translation as business

Freelance translators vs. salaried translators  
Self-employment vs. business owner  
Translation agencies  
Costs and investment

### 11. Marketing for translators

Client acquisition: a constant work  
A translator's resume  
Strategies for online marketing  
Strategies for off-line marketing  
The Web 2.0 as a marketing tool  
How to put up a professional website  
How to put up a professional blog  
Strategies for making the most of ProZ.com  
Side effects of marketing  
How to educate clients

### 12. Translation and finances

The translator-administrator  
Pricing methods  
Price policy  
Direct vs. indirect clients  
"Reverse auction" and competing on price  
Quoting for a translation job  
Invoicing and payment terms  
Receiving payment  
Bad payers  
What about vacation?

### Bibliographic References (?)

### Index

---

## Pricing, Where To Order

- Buy the Brazilian print version (**R\$ 48 + shipping**):  
[http://clubedeautores.com.br/book/18886--Fidus\\_interpres\\_a\\_pratica\\_da\\_traducao\\_profissional](http://clubedeautores.com.br/book/18886--Fidus_interpres_a_pratica_da_traducao_profissional)
- Buy the U.S. print version (**US\$ 25 + shipping**):  
<http://www.lulu.com/commerce/index.php?fBuyContent=10611344>  
For other venues: search for the book's title or US ISBN; bookstores can order from **Ingram**
- Buy the Brazilian e-book (ePub) version (**R\$ 26**), available through this store in Brazil:  
[http://clubedeautores.com.br/book/18886--Fidus\\_interpres\\_a\\_pratica\\_da\\_traducao\\_profissional](http://clubedeautores.com.br/book/18886--Fidus_interpres_a_pratica_da_traducao_profissional)
- Buy the U.S. e-book (Kindle) version (**US\$ 14 + tax**), available through Amazon.com:  
<http://www.amazon.com/dp/B005AHMMHW>
- Buy print version from the author:  
<http://fidusinterpres.com/?p=10018>

---

## Further Information

For further information about the book and for the author's contact details, please visit  
<http://fidusinterpres.com/ebook>