

Ten years after its publication the Eurologos book “Translation, adaptation and multimedia editing” finally posted on our website.

Accused of being brainless and return offenders

To our knowledge, our book is still the only one on applied traductology to be published by a professional agency. The others (more than 500 works) have been written by university professors and terminology researchers. We refer to the major ones in our bibliography, while grieving over the intellectual deficiency of our practicing colleagues (companies and professionals). They seem to deserve to be accused of “brainlessness”, as some professors had referred to them in the 80s. In fact, compared to the riches and abundance of publications on basic linguistic research, there are very few, if any, research books applicable to our industry: linguistic services. A true disgrace! For that matter, who could better materialize the link between copious results of basic research generated by universities in the most advanced countries (in the past 80 years) and the activities of linguistic services necessary in the era of globalization, but the agencies in our profession? Without applied research, basic research becomes miserably underused in the economic practice by the “brainless” and inevitably primitive practitioners. In order to avoid this professional upset, in the early 90s Eurologos management had decided to invest considerable human and financial resources to write and publish several professional works (which is now a done deal). Many competitors, on the other hand, made do with spending those resources on marketing and advertising. Even the big multinationals!

Ignorant cynicism in the face of the very rare investment in the strategy of truth

While Eurologos was gathering approval from European universities (see the anthology of critiques on the book) and laid the cornerstone of its glocalization organization (see its first franchises on four continents), all its competitors continued to spread old platitudes conveying the worst traductological falsehoods linguistics had known in a long time (need to deliver in as many languages and geo-styles where the languages are spoken, for example). The marketing cynicism of immediate commercial interest has thus enabled the sea of exclusively local linguistic services (the “mailboxes”) to continue to speak of “linguistic quality”, while structurally being unable to produce multilingualism: they must at least have, as many homogeneous offices as there are languages and geo-styles promised to the clients under their own brand! Not to mention the numerous competitive companies that, as a result of prevailing ignorance, are able to continue with impunity to mix up linguistic quality and ISO!

A multinational developed for the excellence of linguistic services

Time has come to be able to confirm loud and clear the traductological truths our books and our direct experience (our glocal marketing positioning) require from us. At Eurologos, we have already paid the price in order to confirm to the markets, freely, the elementary principles of multi-authorship of multilingual texts and of the essential multilocalization of offices productive through production. The linguistic excellence required from the markets by globalized economies can only find an adequate response in truly international and multilingual organizations like Eurologos. In all modesty – or better in all humbleness – we are able to speak the truth our professional honesty allowed us to discover and experience. Hence the decision to post the new edition – in English, French and Spanish – of our flagship book to our website free of charge. Ten years after its first publication.

F.T.

Brussels, 23 February 2004