



## ENGLISH SWEDISH MARKETING TRANSLATION SAMPLE

### ENGLISH SOURCE TEXT

Now we offer you the opportunity to become an Effective Negotiator. It's a subject we're passionate about. Indeed, it's an obsession.

Our Negotiation workshop is our flagship product. It provides the ultimate in negotiation skills development. Because of the sheer quality of our research, tutors, materials and support and because we specialise – wholly and exclusively – in negotiation skills development, we have become *the* preferred partner to industry-leading companies.

### SWEDISH TARGET TEXT

Nu ger vi dig möjligheten att bli en effektiv förhandlare. Det är ett ämne som ligger oss varmt om hjärtat, ja vi är faktiskt besatta av det.

Vårt förhandlingsseminarium är vår flaggskeppsprodukt. Den ger den ultimata utvecklingen av förhandlingsteknik. Tack vare den höga kvaliteten på vår forskning, våra handledare, vårt material och vår support, och vår specialisering – helt och exklusive – på utvecklingen av förhandlingsteknik, har vi blivit den partner som branchledande företag föredrar.

### WHAT'S IMPORTANT?

For this client it was very important to that the translation had the same persuasive, happy tone as the original, but still fitting for the Swedish culture. . It was also important to keep a friendly tone of voice, speaking directly to the target audience, and being aware of how these types of texts are commonly written in Swedish. The text had to be publication ready.

*Contact me for a free quote or to discuss your project:*

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