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**Strategic Marketing of Translation Services for good sales in Brazil and Germany**Posted on [February 6, 2011](#) by [Pressecenter Consiliariuslocalis](#)

The famous baby food maker, Gerber, is also the French word for vomiting, an example for Marketing Departments to decide to go for a Translation Marketing Mistake campaign or to achieve good sales results or saving effort and money by changing the name or by avoiding the country as market place. Experienced Internet Marketing Copywriter can make the difference of being Lost in Translation and successful sales. Consiliarius Localis Rio de Janeiro, the Internet Marketing Translation Business, Consulting and Management specialist undertakes, analyses and discusses case studies of translations that embarrassed the marketing departments and gives internet marketing tips for targeting European, American and Brazilian markets. For further information, visit our sites <http://www.consiliariuslocalis.com>, <http://www.speculumscriptum.com> or visit us under LinkedIn, Xing and Facebook.

Andreas Hornung, press officer, technical translator and consultant, engineer and technical journalist, owner of translation and localization services Consiliarius Localis Rio de Janeiro.

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**Tradução Integral is specialized in [German](#), [English](#) and [Portuguese](#) technical translation for companies and private clients. Due to gaining potential in the last years, we also offer legal, literature and scientific translations and cover Spanish, Italian, French, Greek and Latin. As Brazil specialist we are offering consultancy and commercial advice and are often the first contact in new projects in the country.**

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“It is the time you have lost for your rose that makes your rose so important.”

Antoine de Saint-Exupéry in The Little Prince

Kind regards

(Rio de Janeiro, Brazil)

Andreas Hornung

Technical translator and consultant, ConsiliariusLocalis Rio de Janeiro

PRESS ARCHIVE

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