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Global Market. Cary, NC: SAS Institute Inc. 310 pages including appendices and index. ISBN 978-1-59994-657-3. Many people who speak English as a second language struggle to understand English texts. Human translation is expensive.

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John R. Kohl's Global English Style Guide is a very useful resource for understanding the importance and practice of writing English for a global audience. In fact, it provides an exciting and passionate case for the value of

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The Global English Style Guide: Writing Clear ...

Preface, "The Global English Style Guide:
Writing Clear, Translatable

Documentation for a Global Market" "As
its title suggests, ['The Global English
Style Guide'] is a style guide. It is
intended to supplement conventional
style guides which don't take translation

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issues or the needs of non-native speakers into account."

What Is a Style Guide and Which One Do You Need?

The Global English Style Guide illustrates how much you can do to make written texts more suitable for a global audience. Accompanied by an

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8. Guidelines for Writing Global English¶

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We, the edX documentation team, have the privilege of writing for diverse audiences. Soon, our work will be translated into languages other than English, and reach an even broader set of readers. To prepare, we need to continue to apply core technical writing principles.

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8. Guidelines for Writing Global English — EdX Style Guide ...

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illustrates how much you can do to make written texts more suitable for a global audience. Accompanied by an abundance of clearly explained examples, the Global English guidelines show you how to write documentation that is optimized for non-native speakers of English, translators, and even machine-translation software, as well as

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for native speakers of English.

Book Reviews: The Global English Style Guide, by John R ...

The Global English Style Guide looks at the writing process for technical documentation before any translation takes place. It seeks to answer the following questions. How can we

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effectively use English to communicate with readers around the globe and how can we improve the quality of English source texts to facilitate translation and thus improve the quality of translated target texts?

Book Review: The Global English Style Guide | Japan ...

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I met John Kohl of SAS again at the recent aQuatic conference in Berlin, and learnt about his new book “The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market”. This publication will be of big interest to those interested in delivering a quality global product: writers, user experience folks, and localization people

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(manual, automated translation ...)

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