



Localizing Apps: A practical guide for translators and translation students (Translation Practices Explained)

Johann Roturier

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The software industry has undergone rapid development since the beginning of the twenty-first century. These changes have had a profound impact on translators who, due to the evolving nature of digital content, are under increasing pressure to adapt their ways of working. *Localizing Apps* looks at these challenges by focusing on the localization of software applications, or apps. In each of the five core chapters, Johann Roturier examines:

- The role of translation and other linguistic activities in adapting software to the needs of different cultures (localization);
- The procedures required to prepare source content before it gets localized (internationalization);
- The measures taken by software companies to guarantee the quality and success of a localized app.

With practical tasks, suggestions for further reading and concise chapter summaries, *Localizing Apps* takes a comprehensive look at the transformation processes and tools used by the software industry today.

This text is essential reading for students, researchers and translators working in the area of translation and creative digital media.

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