Edwin Gentzler’s Translation and Identity in the Americas: New Directions in Translation Theory, is built on research from a variety of disciplines, including cultural studies, linguistics, feminism, and ethnic studies, and covering translation studies research from Brazil, Canada, Latin America, and the Caribbean, this book shows that translation is one of the primary means by which a culture is constructed: translation in the Americas is less something that happens between separate and distinct cultures and more something that is fundamental to the establishment of those very cultures.

Edwin Gentzler is a Professor of Comparative Literature and Director of the Translation Center at the University of Massachusetts Amherst. He is the author of Translation and Identity in the Americas: Directions in Translation Theory (London: Routledge, Oct. 2008) and Contemporary Translation Theories (London: Routledge, 1993), which has been issued two revised versions (Clevedon: Multilingual Matters, 2001 and Shanghai Foreign Language Education Press, 2003) and has been translated into Italian, Bulgarian, Arabic, and Persian. He is the co-editor (with Maria Tymoczko) of the Translation and Power (Amherst: University of Massachusetts Press, 2002). He serves as co-editor (with Susan Bassnett) of the Topics in Translation Series for Multilingual Matters and as an executive committee member of the American Translation and Interpreting Studies Association (ATISA).
2008 IMIA Conference Book Signing

Telephone Interpreting: A Comprehensive Guide to the Profession
By Nataly Kelly

Telephone Interpreting: A Comprehensive Guide to the Profession describes the practice of telephone interpreting. This book provides readers with a fascinating in-depth view into the world of remote interpretation via telephone. The first publication devoted exclusively to the topic, the book offers a wealth of information for interpreters, educators, training professionals and consumers of interpreting services within the realms of health care, legal services, public safety, finance, social services, insurance and numerous other industries where telephone interpreting services are used.

Nataly Kelly is a respected author, consultant and advisor with a specialized interest in interpreting services, particularly remote language mediation, such as telephone and video interpreting. She is frequently cited as a subject matter expert in mass media publications such as Business Week and the Washington Post, as well as trade publications in the health care and public safety sectors. Her book, Telephone Interpreting: A Comprehensive Guide to the Profession, is the first full-length book ever published on the topic, and has received praise from industry gurus and academics at leading universities. She is currently editing her second book, From Our Lips to Your Ears: How Interpreters Are Changing the World, a collection of stories about the important role interpreters play in society.

After working at Language Line Services, she accepted a role as Director of Product Development with another telephone interpreting company. As a consultant, Kelly has assisted with the design of a language access curriculum for Georgetown University Medical School. She is an invited member of the National Project Advisory Committee for a web-based training program for culturally and linguistically appropriate disaster response offered through the U.S. Department of Health and Human Services Office of Minority Health.

A former Fulbright scholar in sociolinguistics, Nataly has published articles on various aspects of Ecuadorian Spanish in academic journals from Colombia and Mexico. Nataly is a Senior Analyst and Cultural Communications Strategist with Common Sense Advisory, a market research and consulting firm.
Business Without Borders: A Strategic Guide to Global Marketing
By Donald A DePalma

Before the Web, only giants such as Ford, McDonald’s, Volkswagen, and Sony had the resources and infrastructure to serve and market to a global community. Now, thanks to the power of the Internet to transcend space, time, and borders, virtually any company can market its products or services anywhere in the world. However, as global Web-marketing expert Don DePalma explains in this groundbreaking guide, just having a Web site isn’t enough—in order to make your company a global player, you’ve got to think globally and interact locally. In Business Without Borders, he shows you how.

Donald A. DePalma, PhD is an industry analyst, author, and corporate strategist with expertise in business- and marketing-focused application of technology. He lectures, writes, and is frequently quoted on the topics of online marketing, content management, multicultural marketing, localization, return on investment, and website globalization. His book, Business Without Borders: A Strategic Guide to Global Marketing, is widely used in universities and in business training courses. Since 2002, he has led Common Sense Advisory’s research into the best practices, technology, and professional services that support business globalization. Don regularly speaks at business conferences and academic symposia to educate people about the importance of and best practices for globalization. Previously Don was the vice president of corporate strategy at Idiom Technologies, a supplier of software and services for globalizing businesses. Prior to Idiom, he was a principal analyst at Forrester Research where he wrote trend-setting reports and consulted to senior management at Global 2000 companies. In the 1980s Don co-founded Interbase Software, developer of the era's most technologically advanced relational database server and was a key contributor to Digital Equipment Corporation's information management offerings (now part of Hewlett Packard and Oracle).