

5

Ways Transliteration Can Harm Your Business Overseas

1. Transliteration Sounds Correct but Loses Meaning

You expose yourself to dangerously unclear contracts, product instructions, and compliance documents when you and your team mix up transliteration with accurate translation. Words that sound correct may not convey the intended meanings.

2. One Incorrectly Rendered Term Can Lead to Costly Compliance Failures

A single incorrectly rendered term can halt shipments, invalidate contracts, or prompt audits in regulated industries. Transliteration errors can damage your business. From global contracts to healthcare guidelines and technical product manuals, a mistranslated or mis-transliterated term can cause regulatory issues, create confusion in user instructions, or lead to misbranding in consumer markets.

3. Brand Reputations Don't Survive 'Sound Alike' Alone

Your brand isn't just a name; it's about market trust. A poorly selected transliteration can change meaning, offend cultural sensitivities, or damage your reputation in new markets. Your brand is a promise, a reputation, and a story. You're risking its identity if you depend only on transliteration across borders.

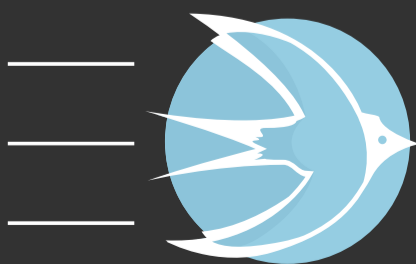
4. Transliteration Can Leave You Vulnerable, Even When Used Properly

Even in legitimate cases like passports or news coverage, transliteration alone can leave you vulnerable. Important terms may be misread, misused, or misunderstood without professional translation as a safety measure. Transliteration is valuable in certain contexts. It helps provide pronunciation guides for non-native speakers or when transcribing audio content across different scripts.

5. Shortcut Strategies Threaten Your Global Deals, Labels, and Trust.

Leaders who treat global communication as a quick fix are risking compliance, brand value, and customer trust. Taking shortcuts costs much more than getting it right the first time. Transliteration has its role, though a small one. It should never replace professional translation, especially in important communications.

Presented by:
ASTA-USA.com



ASTA — U S A
SINCE 1987