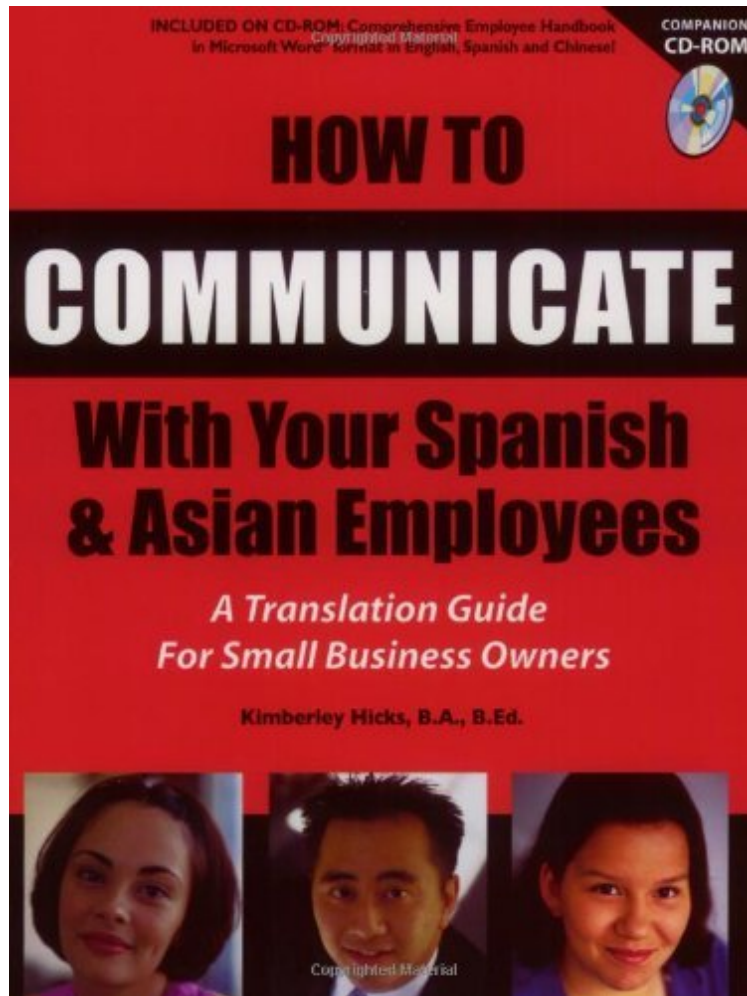


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How to Communicate With Your Spanish Asian Employees: A Translation Guide for Small Business Owners: With Companion CD-ROM

Kimberly Hicks

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Kimberly Hicks : How to Communicate With Your Spanish Asian Employees: A Translation Guide for Small Business Owners: With Companion CD-ROM before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Communicate With Your Spanish Asian Employees: A Translation Guide for Small Business Owners: With Companion CD-ROM:

1 of 1 people found the following review helpful. Misleading translationsBy E. HuThe translations in this book are literal, not by context and can misleadp. 218 . . . we don't have any openings.comes across in Spanish as "we don't have any cracks."and in Chinese as "we don't have any holes."p. 215Also, the term "flyer" as in an advertising flyer

comes across in both Chinese and Spanish as something similar to an airplane pilot. There are many other examples, but these are the most glaring. Also much of the Spanish is Spanglish or Americanized Spanish of words that people in Spanish speaking countries do not use. And for many of the Chinese vocabulary words, the book states "no translation." That is true there may be no direct or literal translation, but there are always similar words. I was disappointed in this reference book. 0 of 0 people found the following review helpful. Culturally sound By Beal I was interested in the cultural aspect especially with the Hispanic workers. However, I found the Spanish phrases that this book has for employers to use, inconsistent. In Spanish you have the formal YOU and the informal YOU. Sometimes the book would use the formal and then the informal without explaining why they did this. In Spanish it is best to err on the side of caution and use the formal YOU at all times. It's not only more professional to use, but it shows respect for the people you are addressing. 1 of 1 people found the following review helpful. Workplace diversity By DeAnna Knippling This book is a combination primer on how to treat your Spanish/Asian workforce and a quick translation guide for common workplace terms and phrases in Spanish and Mandarin Chinese. While the book is concise and professionally written, it was missing a few features I'd been looking for. In the first part of the book, which covers the basics of diversity (why it can be a benefit as much as a challenge, how understanding culture can help you resolve issues, and how to communicate effectively), I felt that the material was very solid. Because most people don't want to spend the time to read a book on diversity in general, another book on diversity in the workplace, and a third book on how to effectively manage the Spanish and Asian culture groups in your workplace, this book wisely gives a good background on all three areas. Keep in mind while you're reading that some of the information is not specific to different culture groups but is necessary to establish exactly what's meant by effective communication, feedback, active listening, etc. If you've done any research into communication in the workplace, some of this will be old hat--again, this is to avoid forcing the reader into covering three books instead of one. While the appendix for national Independence Days is handy, it misses the point in only listing those dates. For example, the Mexican Independence Day is listed as September 16th. While this is correct, the list doesn't mention Cinco de Mayo at all, an even bigger celebration for Hispanic Americans. I've found that having a "culture day" around a particular holiday to have fun and educate your other employees is a great team builder, so I'm disappointed not to have the information here. The second part of the book, a glossary of commonly used terms and phrases, runs for over half the length of the book. This is wonderful--if you have Spanish-speaking employees. For those of you who have Asian or Asian-American employees, the translation guide is lacking. The translations are given only in Mandarin Chinese characters (no Japanese, Korean, etc.) and there's no English guide to pronunciation to help you sound out the words. The first section of the book is clearly written and very helpful, but because of the lack of the English pronunciation guide, I consider this book to be very valuable in understanding employees with Hispanic backgrounds, but not nearly as useful for those with Asian ones.

Lets face facts in today's business environment we hire a lot of non-English speaking employees. Yes, they will learn English over time, but what do you do right now? Well for one you can keep this indispensable learning aid with you, and provide several of them to your employees. The book includes definitions of common Spanish and Chinese words arranged by such categories as work place items, foods, greetings, interview questions, introductions, time numbers, days of the week, months, colors, etc. A clean crisp layout and detailed treatment of words ensure accurate translation and allow the user to grasp the important nuances of the language quickly. The entire book is duplicated in Spanish, English, and Chinese so both English speaking and non-English-speaking persons can easily use it. Includes a CD ROM employee handbook in Spanish and Chinese. Employment in the restaurant industry reached a record 12.8 million workers in recent years, up from 10.9 million in 1998, according to National Restaurant Association analysis of new employment projections from the U.S. Bureau of Labor Statistics (BLS). Projected restaurant-industry employment will reach 14.1 million by 2021. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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Author Kimberley Hicks has a Bachelor of Arts and a Bachelor of Education. She lived and worked in Japan for two years. As a language and communications specialist, Kim taught English to Japanese students before becoming a professional writer.