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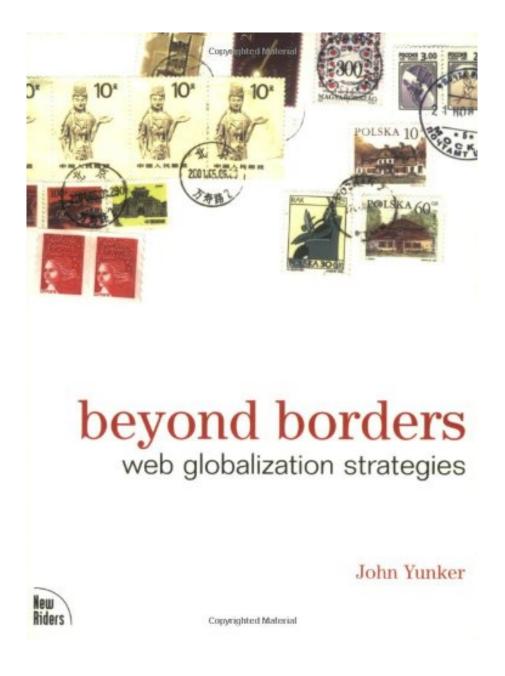
beyond borders
web globalization strategies

John Yunker

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Review
"Beyond Borders puts the world in World Wide Web. No detail is too small for this authoritative work"

--Communication Arts Magazine

From the Back Cover

Companies know that globalizing their web sites will produce exponential revenue growth - "Web Globalization Strategies: Beyond Borders" tells web developers how to do it. By 2003, the US will account for less than one-third of the worldwide Internet user-base of 602 million. This book illustrates step-by-step measures to take to globalize any web site for almost any country in the world, while presenting spotlights on real companies who have globalized their sites and the benefits they've received. Most executives know they want to reach a global market but have no idea what obstacles they face. The web globalization process is complex, constantly evolving, and the languages themselves can be highly intimidating. This book will provide the reader with the understanding and "best practices" necessary to successfully manage a Web globalization strategy. Crammed with useful facts, tips, and ideas, this book will offer step-by-step advance on every aspect of web development, both technical and non-technical. Offers practical, in-depth information on such hard-to-research topics as online revenue models, online marketing options, site traffic analyses, usability testing, community building, legal issues, cost projections, and project management.

About the Author
John Yunker is the founder of Byte Level Research (bytelevel.com), a web content strategy firm. He has extensive web development and web globalization experience in a number of languages. He has worked with a wide range of Fortune 500 companies, as both a consultant and employee, most recently as Senior Program Manager at Microsoft. He has authored a number of landmark reports, including The Web Globalization Report Card. He also writes the popular blog Global by Design (globalbydesign.com).

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Most helpful customer reviews

9 of 9 people found the following review helpful.
Indispensable, Hence Invaluable
By Robert Morris
I am an eager student of business models and strategies, especially of those formulated for organizations involved in e-business. For that reason, this book's subtitle ("Web Globalization Strategies") caught my eye but I did not know quite what to expect as I began to read it. In the Introduction, Yunker explains precisely what the book is -- and is not -- about. Here is a brief excerpt:
"We live in a world of many languages, many cultures, and many countries, yet we all share one Internet. Initially, English dominated the Internet because English speakers dominated the Internet. Today, more than half of all Internet users are not native-English speakers.
"Want to increase your potential online audience by 200 million people? Create French, Italian, German, and Spanish web sites. Add Japanese and Chinese, and you'll gain another 200 million -- without opening a single international office. Web globalization will open your organization to virtually unlimited opportunities, but also many risks. This book offers guidelines and suggestions for bridging the borders between languages, cultures, countries, and ultimately, people."
Yunker carefully organizes his material within seven Parts, with Part VII ("Appendices") consisting of an in-depth glossary and reference section. He also provides a listing of country codes, language codes, and character sets as well as a chart which explains the significance of various colors around the world. In Parts I through VI, Yunker answers questions which include:
* What are the basics of Web globalization (e.g. lingo and key concepts) to "get a taste" for navigating the multi-lingual Internet?
* What are some of the most common mistakes which organizations make when taking their Web sites global? How and why? Which lessons can be learned from these mistakes? How can other organizations avoid those mistakes?
* What does the Web workflow consist of? What are the key participants? What about costs, especially hidden costs? Why are "internationalization" and "localization" the two foundations of globalization?
* How to select and then manage translators or a translation services provider? How to maintain quality throughout the process? What will be required of copy writers to credit and edit text(s) for a global audience?
* Why is designing for one country much easier than designing for many countries? What is involved when creating and then managing multilingual content? How can cultural and technical obstacles affect Web design?
* Why is it prudent to promote a Web site one country at a time? What is necessary to understand about multilingual search engines, portals, and domain names?
There are six "hands-on" chapters which explain, step-by-step (hand-by-hand?) how to translate a Web site into eight different languages. "Files are also available to download so that you can follow along on your

own. By the end of the book, you will have created a web page with a potential reach of more than two billion people." Yunker also includes what he calls seven "Spotlights": a probing analysis of each of several real-world case studies based on Monster.com, L.L. Bean, the Social Security Administration, FedEx, Burton Snowboards, Befrienders International, and FIFA World Cup, respectively. These case studies alone are well worth much more than the cost of the book.

By including in this review the brief excerpt from the Introduction, I hope I have suggested for which decision-makers in which organizations this book will be most valuable, indeed invaluable. Perhaps without intending to do so, Yunker has written a book which will also be of substantial value to those who provide various services to those organizations, services such as consulting, legal, accounting, insurance, logistics, transportation, and fulfillment. These service providers will also need to formulate appropriate web globalization strategies of their own to accommodate the strategies of their client organizations.

Those who share my high regard for this book are urged to read Jakob Nielsen's Designing Web Usability (1999) and Homepage Usability: 50 Websites Deconstructed (2001) which Nielsen co-authored with Marie Tahir; Steve Krug's Don't Make Me Think: A Common Sense Approach to Web Usability (2000); Patrick J. Lynch and Sarah Horton's Web Style Guide: Basic Design Principles for Creating Web Sites (Second Edition, 2002); Carla O'Dell's If Only We Knew What We Know: The Transfer of Internal Knowledge and Best Practice (1998); and Thomas H. Davenport and Laurence Prusak's Working Knowledge: How Organizations Manage What They Know (1997).

I also highly recommend this book to those who are associated with an organization now involved in or considering global e-learning initiatives. They are strongly encouraged to read, also, Allan J. Henderson's The E-Learning Question and Answer Book: A Survival Guide to Trainers and Business Managers (2002).

12 of 13 people found the following review helpful.
A quick glance at web site globalization
By Maxim Masiutin
This book covers such issues of web site globalization as translation, design, development and management. Besides that, it shows in various examples and case studies that globalization aspects should be taken with care to avoid cultural, legal, technical and linguistic traps and pitfalls.

However, not all of the advices should be taken literally, because they can be the author's guessing, not experience. An example is the advice to use Unicode characters to display textual language selection menu in a global gateway web site. Rather than merely not displaying the characters of fonts not installed on a user's computers, a web browser may offer the user to download and install all the fonts needed to properly display all of the characters used on the page. Thus, the North American user will need to download fonts for Traditional Chinese, Kanji and so forth. The user may however choose to skip downloading fonts, but the question dialog box may nag the users, but the author writes nothing about this.

The book tends to expose problems, rather than to focus on solutions, because the solutions in this particular topic (web globalization) may quickly become outdated. Thus, the book encourages the reader to do further research, and offers references to companies that provide translation services and software for web content-management frameworks with globalization support.

4 of 4 people found the following review helpful.
Practical Knowledge for the Business Executive and IT Pro
By Asia_Business_Intelligence
This is a fine book I recommend wholeheartedly to business executive and IT professional alike.
Indeed, it is perhaps the most accessible "textbook" I have ever read: well-organized, clearly written and handsomely formatted, Beyond Borders identifies and discusses the business and IT issues involved in making your website "globally ready." John Yunker takes the reader through the process of globalizing from inital preparation to final product.
But this is not a book on theory: it is practical throughout. The author's discussions of "how to do it" are supplemented in virtually every chapter with examples of "how it has actually been done" by companies

such as Fedex, GE, Monster, etc. and complemented by brief Q&As with site project managers. In addition, the text is peppered with suggestions for further reading. The index is thorough and useful, and the author clearly lists sources where necessary.

As a writer myself (of the Asia Business Intelligence website), I am primarily concerned with business books that deal directly with Asia. However, Beyond Borders succinctly and practically deals with the business issues involved in web globalization -- one most businessmen are forced to confront -- while explaining the technical issues in plain English. John Yunker deals with all the salient issues you will neet to get a grasp of: global branding, budgeting, project management, language translation, character sets, the applications your company will need to create globalized web pages, etc.

So, if you are responsible for hitting international sales targets or if you manage or work in international marketing, advertising, public relations, market research, or training, you should read this book. It will open your eyes and put the tools in your hands very quickly.

I called it a "textbook" earlier in this review only because it exhaustively covers the subject of web globalization. (Make sure you look at the Table of Contents sample pages provided above.) But it reads very quickly: I read it carefully from cover to cover -- 500 plus pages -- in a total of no more than 10 hours -- a weekend. John Yunker packed a great deal of value into this book, and I strongly recommend you take advantage of it.

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Guides Beyond Borders: Web Globalization Strategies By John Yunker, from simple to complex one will be a quite valuable jobs that you could take to transform your life. It will not give you negative declaration unless you do not obtain the meaning. This is surely to do in checking out an e-book to overcome the significance. Frequently, this e-book qualified Beyond Borders: Web Globalization Strategies By John Yunker is read since you truly such as this kind of publication. So, you can obtain much easier to recognize the perception and significance. Once again to always bear in mind is by reviewing this book **Beyond Borders: Web Globalization Strategies By John Yunker**, you could satisfy hat your interest start by completing this reading publication.

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