

**About the client:**

Ned Herrmann, he is the founder of Herrmann International and the originator of Whole Brain® Thinking, who first pioneered the study of the brain in the field of business while working as Manager of General Electric Corporation’s Management Education. He wrote a widely acclaimed book, The Creative Brain, tracing the scientific and historical roots of his innovative “Whole Brain® Thinking” approach.

HBDI® is the world’s leading thinking styles assessment tool. The Herrmann Brain Dominance Instrument® (HBDI®) is the assessment at the core of Herrmann International’s Whole Brain® Thinking approach.

Developed in the 1970s by Ned Herrmann, then a manager at General Electric, more than thirty years of research and innovation stand behind the validity of the HBDI®.

**Descriptions & Requirements:**

Our client was going to localize their HBDI® book into Chinese and Japanese. They have a Quarkxpress document that is currently in English and needed it updated to Simplified Chinese and Japanese.

- 1, The client has prepared the target texts by in-house staff, so is not a translation job, but a Quarkxpress layout setting job.
- 2, Even though they have already had all the [English translated to Chinese](#) and Japanese, but they hoped that the DTP engineers could read the languages then that would be highly beneficial.
- 3, They would have the file reviewed prior to signing off and there may be revisions.
- 4, We need to adjust the layout a bit to fit the Chinese text.
- 5, The final file would need to be ready for PDF output for offset printing.

**Our solution:**

**For the layout of the book:**

After getting the translation from our client, two of our DTP (Desktop Publishing) engineers started their work for layout. As to the brochure, because the client provided us with the

brochure in the original format of quarkpress, in which it was created. So it made their work more efficient to go on.

During the process, client revised their translation to fit the preference of the target audience and so they asked us to do modification of the layout as well.

After the hard-work, we have successfully duplicated the material into Mandarin and Japanese versions specific to our client needs.

**Read Also: [English Language Translation](#)**

### **About CCJK:**

Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and programmers who work as a super organized team. From language translation, desktop publishing, graphic design, software localization, website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way. For more details about CCJK, please visit [www.ccjk.com](http://www.ccjk.com).

So don't hesitate any more. Contact us right now. Partnering with CCJK to localize your products means you can assured every aspect of your project going well and worry free. We could greatly save your time and energy as well as cost.

If you are interested, please contact me at [grace.deng@ccjk.com](mailto:grace.deng@ccjk.com) for a free instant quote.

Take a look at how we helped our client by localizing their project for English language. [Click here](#) to read the complete case study