



THE SAME WORD, DIFFERENT MEANINGS

The same word may have different meaning due to various contexts. Take some marketing materials for example.

Example 1. We will put this new product in the emerging markets.

Here, “market”: refers to “market” as this word commonly means.

So this sentence can be translated as: 我们将把这个新产品放在新兴市场。

Example 2. The two big companies control 80% of the market.

Here, “market” refers to “market shares”.

So this sentence can be translated as: 这两家公司控制了80%的市场份额。

Example 3. She has to sell the house for the current market value.

Here, “market” is an adjective, means “current”.

So this sentence can be translated as: 她必须按照当前的市场价值出售房子。

Example 4. The new generation of iPhone4S has been marketed in the US since 14th, October, 2010.

Here, “market” is a verb, could refer to “sell”.

So this sentence can be translated as: 2010年10月14日，新一代iPhone4S在美国上市。

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consider its context, and choose a most suitable one, try to avoid translating words by words.

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