



Take the following tips to make your company catalogue as persuasive and effective as it can be:

Tip!

#1

Tailor your translation to your readership's perspectives and tastes: remember that the more **concise**, the better in English. A good translation may therefore be expected to be **shorter than the Italian source text**.

Tip!

#3

Go for **positively connoted** or **neutral words** to describe your products, such as *inexpensive*, *effective*, *convenient* (which doesn't mean *conveniente*, but *pratico*), *high-tech*, *cutting-edge*, *time-saving*, and so on and so forth.

Tip!

#2

Carefully pick few **adjectives**, but functional to your persuasive purposes. Do so by bearing in mind which features or ideas you really wish to emphasize and which ones are, by contrast, **redundant**.