



EARTH

Bringing culture and markets together
in the *lingua franca* of East Asia

R. A. Stegemann

EAST ASIAN RESEARCH and TRANSLATION in HONGKONG

Products and Services

MARKET, INDUSTRY, AND GOVERNMENT POLICY RESEARCH

- Data Collection
- Econometric Analysis
- Multivariate Statistical Analysis
- Cross-Cultural Analysis
- Report Writing
- Executive Summaries

TRANSLATION

- Technical Manuals
- Financial Reports
- Market Reports
- Technical Reports
- Legal Documents
- Webpage Localization

ENGLISH LANGUAGE REWRITING

- Executive Speeches
- Keynote Addresses
- Business Correspondence
- Legal Correspondence

ENGLISH LANGUAGE EDUCATION

- Conversation
- Writing Technique
- Presentation Skills

DOCUMENT CREATION AND ONLINE PRESENTATION

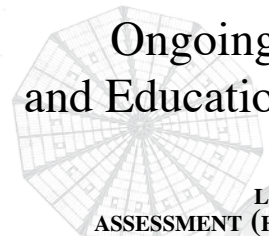
- Brochures and Pamphlets
- CD and DVD Inserts
- Webpage Design
- Poster Design

Choose
Your
Language
of Origin

français
Deutsch

Hourly
Rate
HK\$490

Ongoing Research and Education Projects



HONG KONG LANGUAGE NEEDS ASSESSMENT (HKLNA) PROJECT

A research project dedicated to English language education policy reform in Hong Kong and East Asia. Includes data collection, economic modelling, statistical analysis and estimation, market and industry research, as well as government policy and cross-cultural analysis.

TSONG KIT FOR CANTONESE AND OTHER CHINESE BEGINNERS

An online educational project that teaches a valuable Chinese input method along with basic vocabulary and grammar skills. This is a joint project with ProZ.com Chinese-English language forum contributors.

VIEWPOINT

A critical political, economic, and social examination of important issues that impact our lives from world, regional, and local perspectives.

Contact Information

ADDRESS: Greenwood Garden C5-25
No. 7 Sha Kok Street
Shatin, New Territories
Hong Kong, China

TELEPHONE: 852 2630 0349
FACSIMILE: 852 2631 6276

ASIAPACIFIC@MAC.COM
HASHIMORI@GOL.COM
HKLNA@NETVIGATOR.COM



香港特別行政區政府
新界沙田沙角街七號
翠華花園C座25樓5室



2007

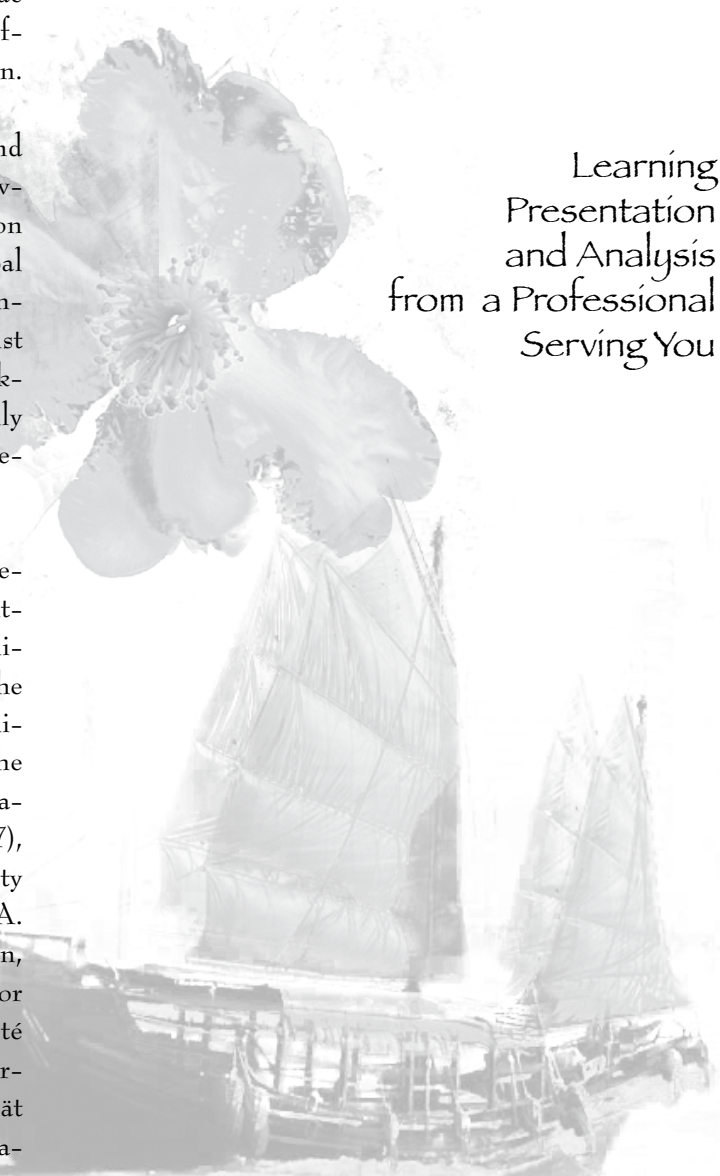
EARTH was created with the thought of overcoming naturally occurring ethnic, racial, and linguistic borders artificially reinforced through national government policies that often impede communication between peoples and render inefficient the markets that serve this communication.

EARTH's director is a native North American and the son of a German immigrant. In addition to having lived, studied, and worked in five countries on three continents, he has also acquired the principal language and culture of each. As a highly trained anthropologist, market economist, and social linguist he has sought to understand the strengths and weaknesses of each society as a national player in a highly competitive world threatened by environmental destruction and social strife.



Mr. Stegemann holds degrees from three outstanding public US universities including the University of Michigan (A.B. 1973), the University of Oklahoma (M.A. 1987), and the University of Washington (M.A. 1990). In addition, he has either studied or taught at the Université de Strasbourg, Université de Tours, Universität Mainz in Germersheim, Saitama University, Keio University, the Chinese University of Hong Kong, Western Washington University, and Vanderbilt University.

Learning
Presentation
and Analysis
from a Professional
Serving You



Step Five: Place stamp and mail.

Step Four: Unfold flap, apply glue, refold, and press firmly.

Step Three: Fold flap over newly created fold and crease.

Step Two: Fold again to here.

Step One: Fold bottom of page to here.

TRANSLATION, REWRITING, AND DOCUMENT CREATION

EARTH translates ideas -- not words. Translating ideas requires good familiarity with the subject matter, a profound understanding of the target language, and a clear notion of the document's purpose.

GOOD FAMILIARITY

EARTH will not accept documents for translation whose subject matter it does not clearly understand. In order to insure full understanding EARTH maintains a close relationship with its client during the course of translation. This includes email correspondence, telephone communication, and office visits conducted in the language of the client and original document.

PROFOUND UNDERSTANDING

Language and culture are often closely related, and the translator must be careful to distinguish between the two depending on the target audience -- not just the target language. This is especially true when the target language is the second language of the target audience.

CLEAR NOTION OF INTENDED PURPOSE

Behind every expressed idea there is a motivation. If that motivation is not clearly understood, the idea will fail no matter how clearly it is expressed.

LANGUAGE QUALITY

Our visible and audible command of language is an important indicator of our level of education and social rank. In East Asia the English language is used as a measure of our international prowess. Do not let the appearance or sound of your language tarnish your public image.

CHANNEL AND FORMAT

Would you wear jeans to the opera or a tuxedo to the beach? Let EARTH help you select the proper channel for your document and create the best format for delivery through that channel.

Instruction

Good communication skills are an important business asset. EARTH provides you with the knowledge you need to express yourself effectively.

COURSE CONTENT

There is more to good communication than mere language acquisition. EARTH can provide you with a whole new outlook on self-expression, the transfer of knowledge, and the overcoming of barriers to good communication.

CUSTOMIZED LESSON PLAN

EARTH understands that no two people are alike and that each person's communication needs, ability, and method of acquisition are different.

INDIVIDUAL AND GROUP LESSONS

Some individuals prefer one-on-one attention; other prefer to learn in the company of peers. EARTH is well prepared to offer both learning environments.

TIME AND PLACE

You set the time and place, and EARTH will be there!

Let's keep in touch!

NAME: _____

JOB TITLE: _____

COMPANY: _____

ADDRESS: _____

TELEPHONE (MOBILE): _____

FACSIMILE: _____

EMAIL: _____

MARKET, INDUSTRY, AND GOVERNMENT POLICY RESEARCH

EARTH works closely with its clients to provide them with what they want in the amount and at the level of quality they need and desire.

1ST CONSULTATION

The Client and EARTH come together to identify the problem and discuss the purpose of the report.

EXPLORATORY RESEARCH

EARTH goes into the field and discovers what data is available and prepares a business plan

2ND CONSULTATION (ACCEPT OR DECLINE)

EARTH presents its business plan and discusses the plan's details with the Client. Amendments are proposed and a price is negotiated. After several days the Client reaches a decision and informs EARTH. The cost of the 1st and 2nd consultations are borne by EARTH should the Client decline.

PRELIMINARY REPORT (ACCEPT)

EARTH returns to the field and gathers data.

Analysis is undertaken and a preliminary report is drafted. EARTH seeks to answer the Client's questions and discovers additional areas of possible interest and lines of investigation of possible interest to the client.

3RD CONSULTATION

EARTH provides its Client with an oral and visual presentation of its findings, and together they discuss the results and the final report. If further investigation is required an additional consultation similar to the 2nd is undertaken.

FINAL REPORT

If no further investigation is required, the final report is written in the format agree upon during the 2nd and 3rd Consultations.

FINAL CONSULTATION

EARTH provides the Client with the final draft and executive summary and settlement is reached.



RETURN ADDRESS

[HTTP://HOMEPAGE.MAC.COM/MOOGDONGHWA/EARTH/](http://homepage.mac.com/moogdonghwa/earth/)

EARTH - East Asian Research and Translation in HongKong

Place
Stamp
Here

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