



Gianni Davico

Respect vs. Money: Successful LSP-Freelancer Relationships
Austin, TX - Saturday, May 16

List of annotated resources

Renato Beninatto, *How Clients Justify the Cost of Translation Services*, presentation held at the Feder.Cen.Tr.I. Conference in Bologna, Italy, September 24, 2004.

This presentation swept away forever a lot of my beliefs regarding the translation market. The author made the point that translations are, for our clients, as important as toilet paper: you only became aware that you need it when you realize it is finished.

Gianni Davico, *Agenzie maledette: per una nuova alleanza, "Tradurre"*, November 2002, pp. 11-13 (in Italian; online at http://www.ata-divisions.org/ILD/Tradurre_November_2002.PDF).

This article takes the point of view of TCs and offers translators some suggestions on how to present themselves to their best advantage. The concluding comments focus on price, quality, and the relationship between these two crucial factors.

Timothy Ferriss, *The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich*, Crown, 2007, 320 pages (see <http://www.fourhourworkweek.com/>).

Technology can liberate our time – it is no longer mandatory to work 9-to-5. This volume explains how everyone can take control of his/her time, become more productive and live a fuller life.

Mark Hurst, *Bit Literacy: Productivity in the Age of Information and E-mail Overload*, Good Experience Press, 2007, 192 pages (see <http://www.bitliteracy.com/>).

This book explains in a direct and accurate way the benefits that technology can bring us today and – more importantly – tomorrow.



Robert T. Kiyosaki with Sharon L. Lechter, *Rich Dad Poor Dad: What the Rich Teach Their Kids About Money – That the Poor and the Middle Class Do Not!*, Business Plus, 2000, 207 pages.

Robert Kiyosaki has written a bunch of books on the topic of money and entrepreneurship. This is the first, and in my opinion the best.

Robert Shemin, *How Come That Idiot's Rich and I'm Not?*, Three Rivers Press, 2008, 256 pages.

How do you define wealth? In Robert Shemin's words: "Real wealth is time. It's time to spend with your loved ones. Time to go on three-month vacations [...]. Having money won't make you a Rich Idiot. Having time will. Time to do what you want to do, when you want to do it, and with whom."

(A collective note regarding the books of Ferriss, Shemin and Kiyosaki. I find it very significant that, when looking at things that really matter – that is to say, when we talk about our lives, our dreams, our present and our future –, these three very different authors arrive at the same conclusions starting from different points of view and talking about different topics.)

Nassim Nicholas Taleb, *The Black Swan: The Impact of the Highly Improbable*, Random House, 2007, 366 pages (see <http://www.fooledbyrandomness.com/>).

A Black Swan is an event "with three attributes. First, it is an *outlier*, as it lies outside the realm of regular expectations, because nothing in the past can convincingly point to its possibility. Second, it carries an extreme impact. Third, in spite of its outlier status, human nature makes us concoct explanations for its occurrence *after* the fact, making it explainable and predictable."

According to Taleb, we act as if we were able to predict events, but the whole book offers a stream of evidence of how the improbable and the unpredictable govern our lives.

Here are a couple of passages from Taleb's book that attracted me in particular.

1. "The more information you give someone, the more hypotheses they will formulate along the way, and the worse off they will be. They see more random noise and mistake it for information."

How does this apply to the management of translations? In my view, it is better not



to wait to have all the data for a project, but to start as soon as possible and then correct things along the way. This is because mistakes are inevitable – we would make them in any case – and they are anyway a manna, because they enable us to improve.

2. “Pasteur, who came up with the notion that chance favors the prepared, understood that you do not look for something particular every morning but work hard to let contingency enter your working life.”

In golf literature, the equivalent of Pasteur is Gary Player, who says “The harder I practice, the luckier I get.” In the field of translations, I think the more we let different, external, strange, remote and diverse ideas enter our brain, the more successful our profession will be.

In other words: we should think about how we can become – at least a little bit – Black Swans.

Edwin A. Abbott , *Flatland. A romance of many dimensions*, Quill Pen Classics, 2008, 84 pages [the original edition is dated 1884].

What happens when a third dimension shows up in a world made of two dimensions only?

Let's talk more – davico@tesietesti.it.

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