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Language is the means of connecting people belonging to different cultures, regions and religions. It has power to bind two people, two countries or two nations together. If nobody will be able to understand other man's language, the world will become difficult place to live. It is the fascination of understanding the different languages and cultures that might have paved way to the globalization. Such fascination is also responsible for emergence of language translation and its global popularity.

Language translation is the process of transformation of one language into another to make it understandable by the targeted individual or group of individuals. Professional language translation services are offered by individuals and professional firms in the most of countries located worldwide. In the recent years, professional translation services have gained huge popularity. Presently, language translators are hired by a large number of national and international organizations including embassies, marketing agencies, publishing houses, legal service providers etc. Different organization hire professional translation services for different reasons. Some of its most common uses have been discussed below:

? Language translation services are widely used for translation of documents, publication material, communication with foreign clients, localization of websites etc.

? Many individual hire professional translation services for translation of personal documents such as marriage certificates, migration documents, medical reports, identity cards, police checks, visas, passports, divorce certificates, birth certificates etc.

? As nowadays, most of the businesses are offering their products and services over internet, they have to represent their web presence in the language understandable by the targeted audience. Most of the global businesses hire professional translation services to gain competitive edge over their competitors by effectively communicating with international customers. Most of the global businesses hire translation services for creation of marketing materials, websites and sales collateral in multiple languages. These services are widely used for the localization of websites.

? Global software companies also hire professional translation services to capture the larger share in the global market. In order to sell software in different regions, it is essential to make it adapted to the culture of the target country. Most of the translation firms provide software localization services to make software adaptable to the targeted clients.

Thus, professional translation firms are helping organisations worldwide to connect with each other, bringing harmony in the world trade and enabling all businesses to reap all fruits of globalisation and give wold wide Platform for international business organization or trader.

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