



## **GPI Website Globalization and E-Business White Paper Series Covers Top Countries and Languages.**

**Washington, DC – October 2, 2008** – Globalization Partners International (GPI), a provider of document, website and software translation services and Professor Nitish Singh, PhD, Author of “The Culturally Customized Website”, announced the release of a unique series of country-specific reports on Website Globalization and E-Business.

“This series of reports is meant to be a primer on global e-Business as well as a collection of language, culture and website globalization facts by country,” says Martin Spethman, GPI’s Managing Partner. “The research can be found at <http://www.globalizationpartners.com/white-papers.aspx> and will be available as well through a series of articles in Multilingual Computing Magazine beginning in December 2008.

### **The series includes:**

- Website Globalization and E-Business – China
- Website Globalization and E-Business – Japan
- Website Globalization and E-Business – Germany
- Website Globalization and E-Business – US Hispanic Market
- Website Globalization and E-Business – Brazil
- Website Globalization and E-Business – India
- Website Globalization and E-Business – Russia
- Website Globalization and E-Business – Argentina
- Website Globalization and E-Business – France
- Website Globalization and E-Business – United Kingdom
- Website Globalization and E-Business – United Arab Emirates

Special Bonus Paper: The US Hispanic Market In Depth - which includes a study of 208 websites of U.S. organizations that have web pages designed specifically for the U.S. Hispanic market.

“US firms looking to sell their products and services globally via the web will appreciate the overviews and insights into e-business, website globalization and consumers in these countries,” says Nitish Singh, PhD, Author of “The Culturally Customized Website”. “Each paper includes research and information on culture, consumer values, market stats, online consumer behavior, consumer segments, language, website globalization, cultural customizations, website customizations and search engine marketing per country, as well as a host of useful links.”

## About Globalization Partners International (GPI)



Globalization Partners International, LLC provides document, software and website translation services into over 100 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish. For more information please contact: Martin Spethman at [mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com) Ph: 1-866-272-5874

### About Nitish Singh, PhD.

Professor Nitish Singh, PhD, is the author of “The Culturally Customized Website”, and is the Program Leader for the Executive Certificate in Web Globalization Management at John Cook School of Business at Saint Louis University. For more information please contact: Nitish Singh at [singhn2@slu.edu](mailto:singhn2@slu.edu) or see [www.globalizationexecutive.com](http://www.globalizationexecutive.com) and [www.theculturallycustomizedwebsite.com](http://www.theculturallycustomizedwebsite.com).