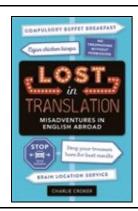


#### TITLE INFORMATION

# MICHAEL O'MARA





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# **Lost in Translation** Misadventures in English Abroad

## **Charlie Croker**

# **Keynote**

Lost in Translation: Misadventures in English Abroad affectionately demonstrates the very best - and worst - instances of genuine grammargargling from around the world.

#### **Description**

Spoken by over 700 million jabbering individuals, the English language has travelled to all corners of the globe - unfortunately, some of it has got a bit muddled along the way.

Lost in Translation: Misadventures in English Abroad affectionately demonstrates the very best - and worst - instances of genuine grammar-gargling from around the world, discovered by the author and his intrepid team of researchers. It includes everything from hilarious hotel signs to baffling advertisements, such as the German beauty product offering a 'cream shower for pretentious skin', the notice at a French swiming pool which proclaimed that 'swimming is forbidden in the absence of the saviour', or the warning sign at a Czech zoo which instructed visitors: 'No smoothen the lion'.

#### **Sales Points**

- A comical collection of authentic and original mistranslated signs, posters, instructions, products, notices and many more
- Full of hilarious linguistic mishaps
- A new edition of the book that has sold 48,000 copies to date

#### Reviews

- 'Very funny [and] beautifully illustrated' The Spectator
- 'A wonderful collection of recent outrageous howlers from all over the world' Irish Independent

## **Author Biography**

Charlie Croker (aka Mark Mason) is an author and journalist, has written several novels, and has also written for The Times, The Independent on Sunday and The Spectator, among others.

Michael O'Mara Books

www.mombooks.com



Orders to: Hely Hutchinson Centre, Milton Road, Didcot, OX11 7HH

**Tel:** 01235 759 555 **International Tel:** +44 1235 759 555

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