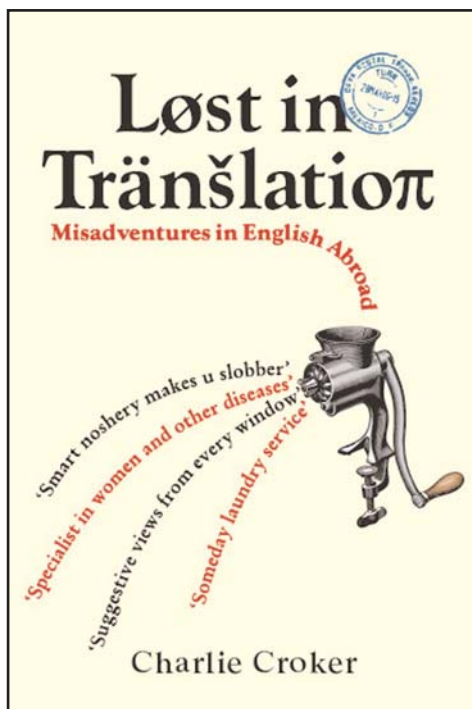


# Lost in Translation

By Charlie Croker

Published in hardback by Michael O'Mara books  
October 2006, priced £9.99



In today's world - characterised by globalisation, mass communication, cheap air travel and world cuisine - no English-language enthusiast can fail to notice the flagrant and frequently delightful misuse of our native tongue by pesky foreigners. Forgetting the fact that many nations speak our language better than we do, and that our grasp of foreign tongues often amounts to jabbing the Lonely Planet Guide and saying, "Where?" loudly (and in English), it is nevertheless true that unintentional mistranslation is often utterly hilarious.

*Lost in Translation* features hundreds of genuine, original and ridiculous examples, gathered from around the globe by the author and his intrepid team. Published in an attractive, gift-book format, it runs the gamut from hotel signs to baffling advertisements (such as the German beauty product 'for pretentious skin') with all manner of international meaning-mangling in between.

**In a Japanese hire car:**

When passenger of foot heave in sight, tootle the horn

**In A Yugoslavian hotel room:**

The flattening of underwear with pleasure is the job of the chambermaid

**On a Japanese teabag:**

Do not wet with water

**On a French menu:**

An extract of fowl, peached or sunside up

**On a Chinese candle:**

Keep this candle out of children

**In a Norwegian bar:**

Ladies are requested not to have children in the bar

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