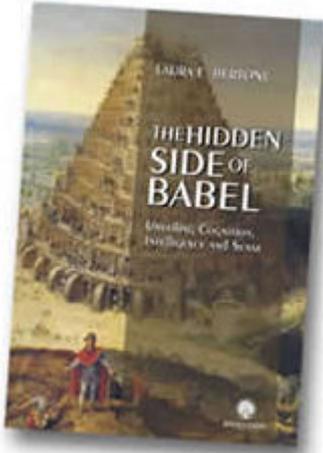


[Argentine book on communication wins book prize in the United States](#)

Image Gallery



The Hidden Side of Babel, winner of the 2009 IGS Hayakawa Book Prize

Evolucion announced today in Buenos Aires that Laura Bertone's book, The Hidden Side of Babel, has won the 2009 Samuel I. Hayakawa Book Prize awarded by the Institute of General Semantics.

Online PR News "27-August-2009" Evolucion announced today in Buenos Aires that Laura Bertone's book, 'The Hidden Side of Babel', has won the 2009 Samuel I. Hayakawa Book Prize awarded by the Institute of General Semantics (IGS). The Hayakawa Book Prize goes to the most outstanding work published in the past five years on topics of direct relevance to the discipline of general semantics, and includes a cash award of \$1,000. Bertone, an expert in inter-cultural communication, will accept the award on September 11th at Fordham University in New York, preceding the 57th Annual Alfred Korzybski Memorial Lecture, as a part of the symposium Across the Generations: Legacies of Hope and Meaning.

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The Hidden Side of Babel details Bertone's experiences in international interpretation and translation, and distills her understanding of language and communication, cognitive processes and the creative use of language. The Hidden Side of Babel proves useful not only for simultaneous interpreters; it also provides useful perspectives and tools for personal development in general, and for communicating in particular, writes Susan Presby Kodish, former trustee of IGS and author of books on general semantics. Bertone's work as a simultaneous interpreter at major United Nations' meetings and other international conferences goes beyond translating, since professional interpreting involves capturing and conveying not only the words but also the intended sense of the speaker, a much more challenging proposition.

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The English version of book, published by Evolucion in Buenos Aires, is available on Amazon here:

http://www.amazon.com/s/ref=nb_ss?url=search-alias%3Dstripbooks&field-keywords=9872104913&x=20&y=22

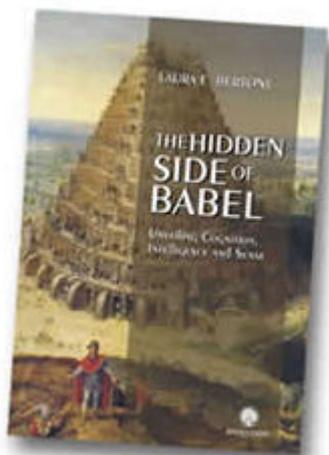
as is an earlier Spanish version published by Hachette Universidad.

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An edition with a Chinese prologue has been published by Foreign Language and Research Press in Shanghai, 2008. For more info, visit <http://www.evolucion.com.ar> and <http://www.generalsemantics.org>.

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Image Gallery



The Hidden Side of Babel, winner of the 2009 IGS Hayakawa Book Prize

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