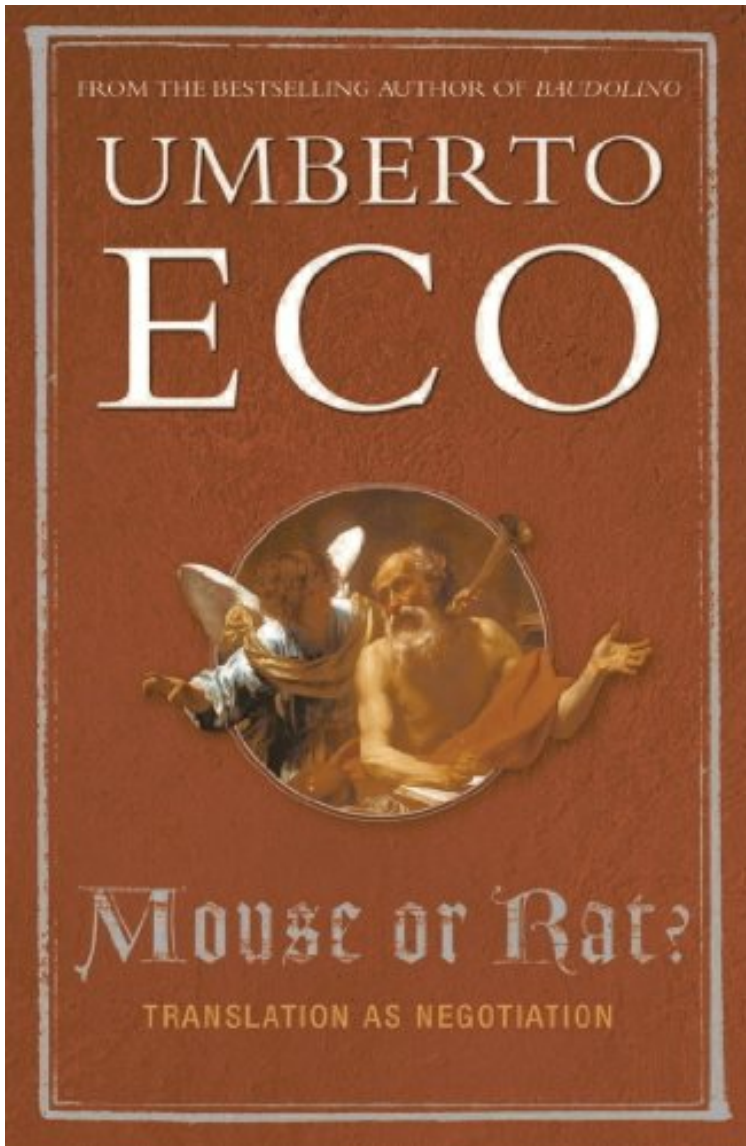


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Prsentation de l'diteurFrom the world-famous author of THE NAME OF THE ROSE, an illuminating and humorous study on the pleasures and pitfalls of translation. Translation is always a shift, not between two languages but between two cultures. A translator must take into account rules that are not strictly linguistic but, broadly speaking, cultural. Umberto Eco is of the world's most brilliant and entertaining writers on literature and language. In this accessible and dazzling study, he turns his eye on the subject of translations and the problems the differences between cultures can cause. The book is full of little gems about

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