



Translator's Reaction

By Eduardo Nieto, Jr

[Eduardo Nieto Jr.](#) is a publicist who specializes in design management. He has worked for the es publicista con especialización en gerencia de diseño. Ha trabajado para la [Bible Society of Colombia](#) as a designer and for [CLC Colombia](#) as editorial assistant. At this time he is the general manager of Libros Edén (Eden Books).

Your article, "Trends in the Spanish-Language Publishing Market," inspired me to respond with additional observations.

I dare say that the market and I grew up together, since I grew up among books due to my parents' connection with the Christian literature medium for more than 20 years.

In observing its development, I see that its reach is great—far more than we might imagine at first. Even as it has great opportunities for growth and expansion, however, it also has internal and external factors that can negatively affect its bright future.

I have been directly involved with Spanish-language Christian literature for more than seven years, becoming acquainted with it from various positions, including designer, translator, editor, manager, client, provider, bookseller, etc.

All of these offered me a glimpse of different shades of a broad and complex picture, and in putting them together, my observations concur with your article.

It is very interesting to learn about such telling statistics regarding market realities. The topic is important and pertinent, since it touches on aspects that in the long term will affect the development of the market, but which in the short and medium term are not

easily seen. I appreciate the research and statistical information.

U.S. Impact

It is deeply concerning to see how dependent this market is on its presence in the United States and, by extension, on its economy.

This is something that to me has always been ironic: principally, that Americans, rather than Latin Americans, are the ones who have given this market its greatest development and growth.

Most literature in the [Spanish-language] Christian market is published by American publishing houses. Moreover, the vast majority of titles available are translations.

Have we ever had a bestseller originally written in Spanish?

I dare say that a great majority of the Hispanics in the United States, who nurture the market to such a high degree, have changed their world view to a certain extent, adjusting it to the American culture.

This, in turn, develops certain trends in the local U.S. market that are not necessarily the same or the most appropriate for the markets of Latin America, Spain, and the rest of the world.

We are being drastically affected by the American worldview, which in the end is not relevant to our market.

Lagging Technology

Technological advances have completely changed our market, but to a certain point the “backwardness” of Latin American countries has made them remain far behind.

I see technology and electronic media as the keys to the market’s future.

I consider that the Latin American worldview tends to be oriented toward very short-term projections. This hinders good planning and the development of companies linked with the industry. If at least a significant percentage of the publishing houses had a worldview that was more oriented toward the long-term future, surely the market realities would be different.

What use are we making of new technologies? Do we see them as favorable and useful elements for our development? Are we really exploiting the innumerable open possibilities they afford for the expansion of the market?

Since the implementation of new technologies in both the internal and external processes of the market do not always show immediate results, such technology is deemed unnecessary. When its use becomes necessary, implementation will be more complicated and costly.

These are aspects that we Latin Americans often do not keep in mind.

Effects of Globalization

How do we see ourselves in a world that is ever “smaller?” What can our contribution be?

In Latin America we lack logistical media of great coverage, both locally in each country, as well as on an international level. Generally there are no means to make quick and direct shipments between countries. Often shipments go first to Miami, rather

than directly to the country of destination. This says a lot about the low logistical development of the region and its dependence on the United States.

At Libros Edén [Eden Books] we have [Web page](#) that functions as a virtual bookstore. We receive an average of an order a week from foreign countries. We have received requests from Australia, Chile, Spain, Ecuador, Venezuela, and Brazil.

That makes me think there are not many resources like our Web site available locally in each country, and much less those with the ability to satisfy the needs of the market.

Sadly, due to cost, payment systems, and logistics, we often are not able to fill these orders. It is more costly and sometimes more complicated to send a book to Chile or Brazil from Colombia than to send a box the United States.

Market Segmentation

Is the market seen in global and general terms, or in segments, according to its different subgroups and audiences?

I do not see a process for product development. I see in publishing houses a desire to have more new titles, but they are not often sensitive to the actual needs of their market, both regionally (Latin America) and locally (each country).

If every publishing house would concern itself with having material focused on the actual needs that are present in their target markets, the industry would have better prospects and projections for growth.

We must develop products focused on the generations that are growing up and whose worldviews, tastes, cultural choices and knowledge are different from our own. Are we thinking about the types of markets we must develop to meet their expectations?

Finally, what are we seeking to preserve: the market, sales, or the gospel?

Many of us identify our labor as a ministry, but are we fulfilling the task that we have been given?

Sorry for going on to such lengths, but as I told you, it is difficult not to with a topic

that I am so passionate about. May God bless you.

© 2007 [David C. Cook Global Mission](#). First printed in *Cook Partners*, December, 2007.

ChristianTrade Association International

PO Box 62187 • Colorado Springs, CO 80962-2187 USA

TEL +1 719 432 8428 • FAX +1 719 325 7001 • info@ChristianTrade.com • www.ChristianTrade.com