

# R. BRIAN TAYLOR

## EDUCATION

*Slippery Rock University of Pennsylvania* - International Business, "Summa cum Laude",  
Graduate Studies in Marketing in Brazil

## LANGUAGE PAIRS

Portuguese > English; Spanish > English; English > Portuguese

## PUBLISHED TRANSLATIONS

### **Management**

- Gitomer, Jeffrey. *Social Boom*. Upper Saddle River, NJ: Financial Times Press/Pearson, 2011. (With M. Thereza Taylor)
- Shenhar, Aaron J. & Dov Dvir. *Reinventing Project Management: The Diamond Approach to Successful Growth and Innovation*. Watertown, MA: Harvard Business School Press, 2010.
- Brunner, Robert & Stewart Emery (with Russ Hall). *Do You Matter?: How Great Design Will Make People Love Your Company*. Upper Saddle River, NJ: Financial Times Press/Pearson, 2008.
- Ertel, Danny & Mark Gordon. *The Point of the Deal: How to Negotiate When Yes Is Not Enough*. Boston: Vantage Partners, 2007.
- Chase, Richard B., F. Robert Jacobs & Nicholas J. Aquilano. *Operations Management for Competitive Advantage*. New York: McGraw-Hill Education, 2006.
- Daft, Richard L. *Management*. Belmont, CA: South-Western, 2004.
- Montana, Patrick J. & Bruce H. Charnov. *Management* (Barron's Business Review Series). New York: Barron's, 2000.

### **Marketing**

- Grewal, Dhruv & Michael Levy. *Marketing*. New York: McGraw-Hill Education, 2011.
- Bellino, Ricardo. *You Have 3 Minutes! Learn the Secrets of the Pitch from Trump's First Apprentice*. New York: McGraw-Hill, 2006.
- McConnel, Ben & Jackie Huba. *Buzzmarketing*. New York: Kaplan Business, 2002.
- Sandhusen, Richard L. *Marketing* (Barron's Business Review Series). New York: Barron's, 2000.
- Hooley, Graham J., John A. Saunders & Nigel F. Piercy. *Marketing Strategy and Competitive Positioning*. London: Prentice Hall Europe, 1998.

### **Information Technology**

- Waller, Graham, George Hallenbeck & Karen Rubenstrunk. *The CIO Edge: Seven Leadership Skills You Need to Drive Results*. Stamford, CT: Gartner Books, 2010. (With M. Thereza Taylor)
- Hunter, Richard & George Westerman. *The Real Business of IT*. Watertown, MA: Harvard Business School Press, 2009.

### **Finance**

- Brealey, Richard A., Stewart C. Myers & Alan J. Marcus. *Fundamentals of Corporate Financing*. New York: Irwin/McGraw-Hill, 2003.
- Brealey, Richard A. & Stewart C. Myers. *Brealey & Myers on Corporate Finance: Capital Investment and Valuation*. New York: McGraw-Hill, 2002.
- Brealey, Richard A. & Stewart C. Myers. *Brealey & Myers on Corporate Finance: Financing and Risk Management*. New York: McGraw-Hill, 2002.

### **Accounting**

- Horngren, Charles T., Srikant M. Datar & George M. Foster. *Cost Management*. New York: Prentice-Hall, 2005.
- Hansen, Donn R. & Maryanne M. Mowen. *Cost Management*. Belmont, CA: South-Western, 1997.
- Vanderbeck, Edward J. & Charles F. Nagy. *Principles of Cost Accounting*. Belmont, CA: South-Western, 1998.

### **Economics**

- Borjas, George J. *Labor Economics*. Homewood, IL: Richard D. Irwin, Inc., 2010.
- Samuelson, Paul A. & William D. Nordhaus. *Economics*. New York: Irwin/McGraw-Hill, 2004.

### **Operations**

Davis, Richard B., Mark M. Aquilano & Nicolas J. Chase. *Fundamentals of Operations Management*. New York: Irwin/McGraw-Hill, 1995.

### **Psychology**

Nye, Robert D. *Three Psychologies: Perspectives from Freud, Skinner, and Rogers*. Boston: Wadsworth, 1999.

### **Novels**

Oliver, Frederick S. *A Dweller on Two Planets*. New York: Forgotten Books, 2007.

Paes Filho, Orlando. *Angus*. São Paulo: Planeta, 2006.

Bandeira, Pedro. *The Heads Series* (five books). Bel Air, CA: WB World Books GmbH, 2006.

Clark, Mary J. *Nowhere to Run*. New York: St. Martin's Press, 2004.

Johnson, Pete. *How to Train your Parents*. Bel Air, CA: Yearling, 2003.

### **Cookbooks**

Gill, Shirley. *Step-by-Step Quick and Easy Pizzas*. Lanham, MD: National Book Network, 1997.

### **CO-AUTHOR**

With Orlando Paes Filho. *Universo Angus: Anglo Saxões*. São Paulo: Planeta, 2004.

### **TECHNICAL TRANSLATIONS, AREAS OF EXPERTISE AND CLIENTS**

**Business** - Railroads, (Management and Accounting Reports, Technical Operation and Maintenance Manuals)

Telecommunications (Bids, Contracts, Technical Manuals), Human Resources (Reports, Training Programs), Press Clippings (Regulatory Agencies, Telephone Operators, Tobacco Companies, Pharmaceutical Companies), Economics and Finance, Annual Reports, Marketing Research, Industrial Films, Operations and Maintenance Manual

**Medicine** - Dentistry, Speech Pathology and Audiology, Physical Therapy, Craniofacial Surgery, Pharmaceutical, Pathology

**Government** – Brazil's Chief of Staff and the Ministries of Culture, Cities, Sport, and Science and Technology on Climate Change, UNDP, World Bank

**Academic** - Lectures, Studies, Research, Abstracts

### **SIMULTANEOUS TRANSLATIONS**

**Business** - Aeronautical Industry, Business Plans and Directives

**Medical** - Dentistry, Implantology, Craniofacial Surgical Techniques, Sleep Disorders

### **FILM NARRATIONS, TRANSLATIONS AND TRANSCRIPTIONS**

Industrial, educational, institutional, training, and cartoon videos and films

### **ASSISTANT PROFESSOR**

*Universidade do Sagrado Coração* - Bauru, São Paulo, Brazil (Jan. 1996 to Dec. 2000)

- Marketing I and II
- International Marketing
- English for Systems Analysis I and II