

 <b>TRANSLATION</b>	 <b>LOCALIZATION</b>	 <b>TRANSCREATION</b>
<b>PURPOSE</b>	Factual	Original	Motivational
<b>ADHERENCE TO SOURCE</b>	Accurate	Authentic	Conceptual
<b>STAKEHOLDER ENGAGEMENT</b>	Low	Medium-High	High-Very High
<b>TYPE OF ASSET</b>	Text Email Chat Forums Help Docs	Websites Email Training Product Info Blogs	Slogans & Taglines Campaigns Brochures Headlines