

1. Record Nr.	UNINA990005722790403321
Autore	Uxkull Gyllenband, Woldemar <Graf ; <1898-1939
Titolo	Eine Einweihung im alten -gypten : Nach dem Buch Thoth / geschildert von Woldemar V. Uxkull ; mit 22 Rekonstruktions-Zeichnungen im Text von Leo Sebastian Humer nach dem Bildercyklus im Einweihungstempel zu Memphis
Pubbl/distr/stampa	Mnncchen : Roland-Verlag Dr. Albert Mundt, 1922
Descrizione fisica	122 p., 1 tav. rip. ; 23 cm
Locazione	FLFBC
Collocazione	GLOTT. B II e 74
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910809208403321
Autore	Breeze Ruth
Titolo	Corporate discourse // Ruth Breeze
Pubbl/distr/stampa	London : , : Bloomsbury Academic, An imprint of Bloomsbury Publishing Plc, , 2013
ISBN	1-4725-4190-1 1-4411-7753-1
Descrizione fisica	1 online resource (217 p.)
Collana	Bloomsbury Discourse
Disciplina	659.2/85
Soggetti	Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- 1. The Corporation and its Stakeholders: Identity, Action, Interaction -- 2. Approaches to Corporate Discourse -- 3. Communicating with Employees -- 4. Communicating with Investors --

5. Communicating with the World: Advertising Discourses -- 6. Communicating with the World: Websites, Reviews, Sponsorship -- 7. Interpreting Corporate Discourse -- Bibliography -- Index.

Sommario/riassunto

"Corporate discourse examines business communication practices from a discourse perspective, looking in detail at the ways in which corporations around the world communicate with individuals, with other collective entities and with the world at large. It is concerned with understanding how language works in business contexts and how corporate identity and personal and professional relationships are configured through discourse. Using a range of analytical techniques to examine different forms of textual evidence from companies operating in many sectors, this book maps out current developments in corporate discourse against the complex background of globalization."-- Bloomsbury Publishing.
