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Recommendations for SMEs; 8 Evaluating Topical Talk in Interactional Business Settings: When "Testing the Waters" with Customers May Not Be Much of a Gamble

9 Crafting the Investor Pitch Using Insights from Rhetoric and Linguistics10 Exhibition Press Announcements: An Evolving or Dissolving Genre?; 11 Standardizing the Language of Corporate Internal Investigative Reports: Linguistic Perspectives on Professional Writing Practices; 12 Dissociative Identities:A Multi-modal Discourse Analysis of TV Commercials of Italian Products in Italy and in the USA; 13 From Business Letters to Emails: How Practitioners Can Shape Their Own Forms of Communication More Efficiently; Index

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#### Sommario/riassunto

Winner of the Association for Business Communication's Distinguished Publication on Business Communication Award 2016 This edited volume offers a collection of original chapters focusing on the Ins and Outs of professional discourse research. Drawing on insights from LSP, ethnography and discourse analysis, it covers a wide range of issues, ranging from gaining access and collecting data to feeding results back in the form of recommendations to practitioners.

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