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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 Linguistics
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13 From Business Letters to Emails: How Practitioners Can Shape Their Own Forms of Communication More Efficiently; Index

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.
