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		Section C: Analysing different genres of professional communicationSummary; 3 Workplace culture; Section A: Communicating differently in different workplaces; Section B: What is workplace culture?; Section C: Theorising workplace culture; Summary; 4 Culture and politeness at work; Section A: Is culture an issue at work?; Section B: Exploring culture; Section C: Theorising politeness and face in cultural contexts; Summary; 5 Identities at work; Section A: Exploring identities at work; Section B: Constructing identities at work;

Section C: Theorising identity construction; Summary; 6 Gender Section A: Gender stereotypes and realitySection B: Engaging with gender; Section C: Researching gender issues at work; Summary; 7 Leadership; Section A: Exploring leadership discourse; Section B: Conceptualising leadership; Section C: Approaching leadership discourse; Summary; 8 Conclusion; Bringing it all together; Some avenues for future research; Task commentaries; Appendix A: Transcription conventions; Appendix B: Translated email from Chapter 7; Notes; Glossary; Further reading; References; Index

Sommario/riassunto	Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study. The books take an innovative 'practice-to-theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to