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Sommario/riassunto	This book investigates the evolution of economic discourse from fully specialised texts towards popularisation. Popularising texts on economics and business-related matters has hitherto been a neglected and under-explored area of enquiry, and yet it deserves attention and study on account of the new fascinating insights it offers into specialised language and discourse. The present book explores this under-researched area via the qualitative analysis of a modern genre, namely newspapers on th...