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	Sommario/riassunto	This book is an essential read for any professional dealing with data and information challenges.The author presents a new, unique approach to broad industry issues, leveraging applied linguistics and discusses how to break barriers that exist between language and data; the aim to make it easier for the financial industry (including regulators) to communicate - for the benefit of all investors. Unconventional in the cross-disciplinary pairing of applied linguistics and financial services, it is practical and intuitive in pursuing solutions. While focused on financial services, the approach is relevant for other industries that have similar challenges.