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Autore	Breeze Ruth
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Collana	Bloomsbury Discourse
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- 1. The Corporation and its Stakeholders: Identity, Action, Interaction -- 2. Approaches to Corporate Discourse -- 3. Communicating with Employees -- 4. Communicating with Investors -- 5. Communicating with the World: Advertising Discourses -- 6. Communicating with the World: Websites, Reviews, Sponsorship -- 7. Interpreting Corporate Discourse -- Bibliography -- Index.
Sommario/riassunto	"Corporate discourse examines business communication practices from a discourse perspective, looking in detail at the ways in which corporations around the world communicate with individuals, with other collective entities and with the world at large. It is concerned with understanding how language works in business contexts and how corporate identity and personal and professional relationships are configured through discourse. Using a range of analytical techniques to examine different forms of textual evidence from companies operating in many sectors, this book maps out current developments in corporate discourse against the complex background of globalization."-- Bloomsbury Publishing.