

1. Record Nr.	UNISANNIOCAG0023994
Autore	Pino, Paolo <sec. 16>
Titolo	Dialogo di pittura / Paolo Pino
Pubbl/distr/stampa	Milano : Rizzoli, 1954
Descrizione fisica	99 p. ; 16 cm
Collana	Biblioteca universale Rizzoli ; 800
Disciplina	750
Soggetti	PITTURA -- Trattati -- Sec. 16 Pittura
Collocazione	83AME 11 A 14 90S VII 15 ABF.A.F. Misc. 0012 CRNICOLINI PRIMO 1173 MVF 021. 322 NZDEL MON. Alb. 163 SEP MISC. 00001
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	A cura di Ettore Camesasca

2. Record Nr.	UNINA9910961405103321
Autore	Breeze Ruth
Titolo	Corporate discourse // Ruth Breeze
Pubbl/distr/stampa	London : , : Bloomsbury Academic, An imprint of Bloomsbury Publishing Plc, , 2013
ISBN	9781472541901 1472541901 9781441177537 1441177531
Descrizione fisica	1 online resource (217 p.)
Collana	Bloomsbury Discourse
Disciplina	659.2/85
Soggetti	Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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.