

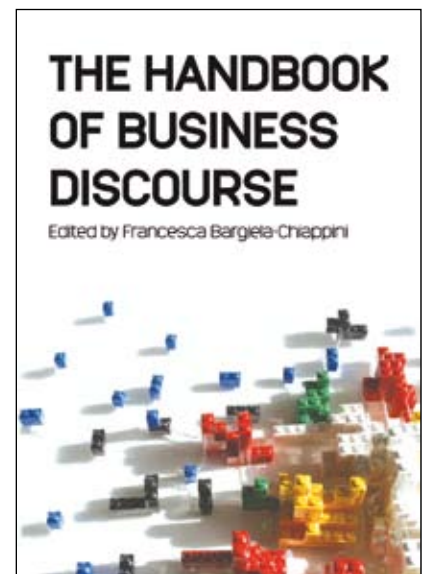
# The Handbook of Business Discourse

Edited by Francesca Bargiela-Chiappini

June 2009

Hb ◦ 978 0 7486 2801 8 ◦ £95.00

480pp ◦ 244 x 172 mm  
4 b&w illustrations




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*Single-volume reference to language in business*

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## Description

*The Handbook of Business Discourse* is the most comprehensive overview of the field to date. It offers an accessible and authoritative introduction to a range of historical, disciplinary, methodological and cultural perspectives on business discourse and addresses many of the pressing issues facing a growing, varied and increasingly international field of research. The collection also illustrates some of the challenges of defining and delimiting a relatively new and eclectic field of studies, including debates on the very definition of 'business discourse'.

Part One includes chapters on the origins, advances and features of business discourse in Europe, North America, Australia and New Zealand. Part Two covers methodological approaches such as mediated communication, corpus linguistics, organisational discourse, multimodality, race and management communication, and rhetorical analysis. Part Three moves on to look at disciplinary perspectives such as sociology, pragmatics, gender studies, intercultural communication, linguistic anthropology and business communication. Part Four looks at cultural perspectives across a range of geographical areas including Spain, Brazil, Japan, Korea, China and Vietnam. The concluding section reflects on future developments in Europe, North America and Asia.

## Key Features

- Contributors include internationally-known experts and emerging scholars representing over twenty countries
- Individual chapters offer breadth and depth, and can be read as self-contained, introductions to each topic
- A valuable resource for students, researchers, teachers and trainers looking for a research-based, introduction to business discourse in a single volume

## Selling Points

- Produced with a durable PPC finish
- Key library purchase

## The Editor

Francesca Bargiela-Chiappini has published widely on business discourse.

## Readership

Linguistics

Advanced students and scholars of business discourse in a wide range of disciplines, including Discourse Studies, Applied Linguistics, Communication Studies, Literacy Studies, English for Specific Purposes (ESP) and Business Communication.

# The Handbook of Business Discourse

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# The Handbook of Business Discourse

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