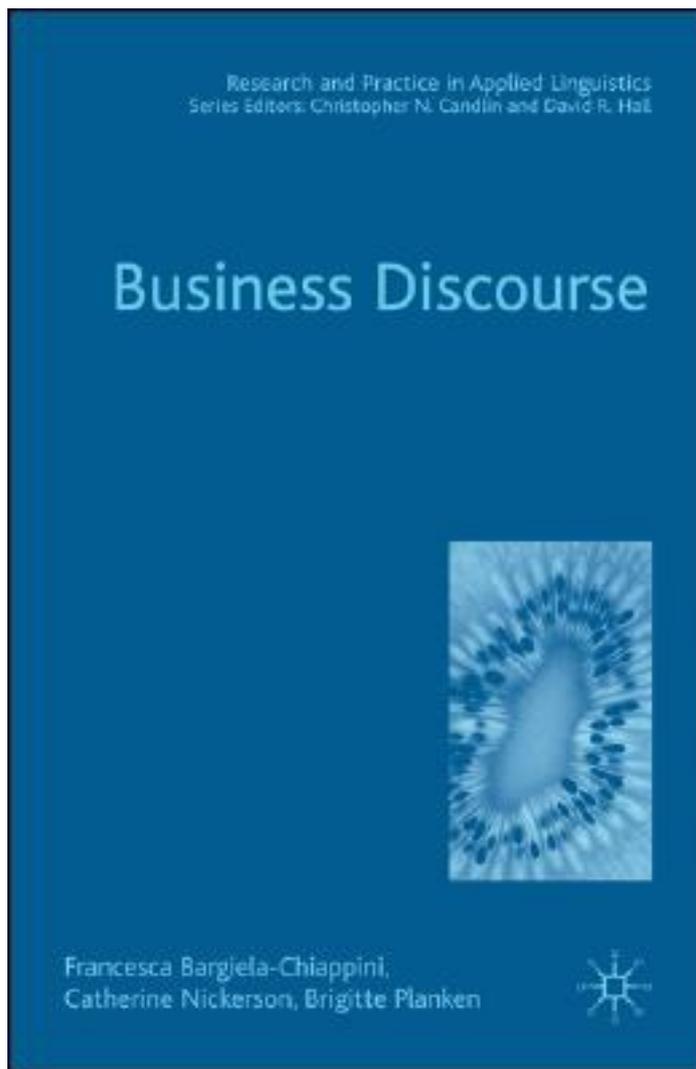


Business Discourse



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This advanced textbook introduces a new multidisciplinary framework for an international synthesis of the field of business communication, centering on the investigation of business language as discourse. It promotes debate and inquiry on several new and competing issues, emerging from corporate fieldwork and teaching practice by combining state-of-the-art research and innovative practical applications. As well as illustrating new approaches to classroom-based research projects, it encourages practice-based research that readers can undertake for themselves in independent research.

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