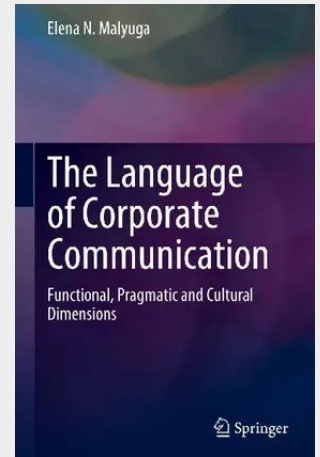


The Language of Corporate Communication

Functional, Pragmatic and Cultural Dimensions

This book explores diverse cultural and linguistic landscapes, unraveling the fusion of language, culture, and corporatism. It breaks new ground by examining lesser-known linguistic-cultural aspects of corporate communication. It provides deeper insights into conversational practices, cultural variations, and gender-specific speech aggression within the corporate realm. The book delves into functional aspects, such as corporate terminology and stylistic techniques, as well as the pragmatic dimension with humor and emotive language. Offering a unique perspective on corporate language, it deepens understanding of semantic dynamics and emphasizes language's power to meet diverse communication needs. The book is a must-read for corporate professionals, linguists, scholars, business leaders, communication consultants, and educators teaching the language of business and corporate communication. It is also an invaluable asset for anyone seeking to navigate the intricacies of corporate communication in today's globalized business landscape.

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