

*New Approaches to Discourse and Business Communication* provides a number of approaches to the different theoretical and methodological traditions in business and other professional fields.

Since the end of the 1980s, research into business communication has become a multidisciplinary area of know-how, which draws together a considerable diversity of subjects of study, theoretical perspectives, methodological designs and analytical devices. The increased visibility enjoyed by studies on business discourse should be understood in terms of the importance that language has acquired in social, cultural and economic processes. Nowadays, there is no argument over the relevance of discourse in processes of entrepreneurial negotiation in its various dimensions, and throughout the entire network of entrepreneurial organizations.

This book will be an invaluable resource for business discourse researchers of different disciplines.

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