In considering the case of the Italian vehicle manufacturer, this book tries to answer the following question: What are the key business communication issues facing a multinational aiming to consolidate its position in an intensely competitive global environment? The analysis is carried out within the discipline of business communication, a multidisciplinary area encompassing discourse analysis, applied linguistics, legal, economic and marketing discourse, terminology and translation studies, cross-cultural studies, labour law, and industrial relations.

Analyzing corporate discourse in globalized markets: the case of FIAT

Aspects of communication at the corporate level

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