Table of contents

Preface: to the Handbooks of Applied Linguistics Series — v
Acknowledgements — vii

I Introduction

G. Mautner and F. Rainer
1 Editors' introduction — 3

F. Rainer
2 The history of the language of economics and business — 15

II Genres and media

N. Janich
3 Genres in the business context: An introduction — 41

P. Handler
4 Business presentations — 63

F. Gardani
5 Business negotiations — 91

F. Menz
6 Business meetings — 111

R. Albert
7 Sales talk and sales training — 131

A. Beer
8 From business letters to email and mobile communication — 153

P. Handler
9 Company websites — 175

J. Schnitzer
10 The annual report — 197

III Foreign languages and culture

R. Rathmayr
11 Intercultural business communication: A linguistic approach — 221

E. Lavric, S. Lesk and M. Stegu
12 Multilingualism in business: Language needs — 249

S. Lesk, E. Lavric and M. Stegu
13 Multilingualism in business: Language policies and practices — 269

C. Sing
14 English as a lingua franca in international business contexts: Pedagogical implications for the teaching of English for Specific Business Purposes — 319

M. Stegu
15 Teaching and learning foreign business languages — 357

R. Trinder
16 New media in teaching and learning business languages — 381

IV Lexical phenomena

M. Betsch, F. Rainer and J. Wolborska-Lauter
17 The structure of economic and business terms — 407

F. Fischer, R. Göke and F. Rainer
18 Metaphor, metonymy, and euphemism in the language of economics and business — 433

M. Betsch
19 Language planning and linguistic purism in the business domain — 467

R. Göke
20 The language of marketing — 491

M. Herles
21 The language of accounting — 513

F. Fischer, E. Hoffmann and H. Wochele
22 Proper names in business — 537

D. Gromann and J. Schnitzer
23 Business lexicography — 561

S. Jaworska
24 Corpora and corpus linguistic approaches to studying business language — 583

V **Building bridges across disciplines**

G. Mautner
25 Organizational discourse — 609

A. Koester
26 Spoken workplace discourse — 629

J. Delin
27 Corporate language and design — 657

C. Stetter
28 The risks of using standardized text modules as communication vehicles — 677

Subject index — 695