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The Language of Organizational Styling

Lionel Wee

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The Language of Organizational Styling Lionel Wee
The ways in which commercial organizations and service providers 'style' themselves - creating the image they wish to portray to their potential consumers - is a long-established area of research in the fields of sociology and business studies. However language also plays an important role in organizational styling, something which until now has been largely overlooked in the literature. This is the first book-length study of the linguistics of organizational styling, looking at the language and semiotic resources used by holiday resorts, pharmaceutical companies, restaurants and insurance companies in order to project their identities, and style themselves. It discusses in detail a number of case studies and presents an innovative take on the notion of style, as well as bringing together work from linguistics, business studies and sociology. This interdisciplinary book will be of interest to scholars and advanced students in sociolinguistics, and scholars of sociology and business studies.

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