

Competitive Communication: Classical Rhetoric For Modern Business

Business Communication

Competitive Communication A Rhetoric For Modern Business

Barry Edward Eckhouse



Competitive Communication A Rhetoric For Modern Business:

Competitive Communication Barry Edward Eckhouse,1999 Based on the belief that clearly reasoned persuasion is indispensable to professionals who must convince others of their points of view this book reveals competitive dimensions of communication to those familiar with contemporary business practices It is useful for undergraduate and graduate business students as well working professionals

Competitive Communication Barry Edward Eckhouse,1994-01-01 **What Every Engineer Should Know About Business Communication** John X. Wang,2008-05-15 Engineers must possess a range of business communication skills that enable them to effectively communicate the purpose and relevance of their idea process or technical design This unique business communication text is packed with practical advice that will improve your ability to Market ideas Write proposals Generate enthusiasm for research De *Pragmatics across Languages and Cultures* Anna Trosborg,2010-08-31 This handbook provides a comprehensive overview as well as breaking new ground in a versatile and fast growing field It contains four sections Contrastive Cross cultural and Intercultural Pragmatics Interlanguage Pragmatics Teaching and Testing of Second Foreign Language Pragmatics and Pragmatics in Corporate Culture Communication covering a wide range of topics from speech acts and politeness issues to Lingua Franca and Corporate Crises Communication The approach is theoretical methodological as well as applied with a focus on authentic interactional data All articles are written by renowned leading specialists who provide in depth up to date overviews and view new directions and visions for future research

Marketing Communication Allan J. Kimmel,2005 Divided into three parts this book provides cutting edge perspectives from both academics and practitioners on the analysis of developments in all areas of marketing communication

Global Linguistics Marcel Danesi,Andrea Rocci,2009-05-05 The book provides an introduction to an interdisciplinary field of inquiry that can be called global linguistics GL GL emerges to tackle the ever growing phenomenon of intercultural communication IC in today s world of international contacts The specific aim of GL is to look at the form and contents of dialogues among speakers of different cultural backgrounds who will use a default language or koin usually English to interact in order to detect communication breakdowns at various levels of depth as well as the opportunities for developing sound intercultural communication practice The book includes an accessible presentation of fundamental questions concerning languages and language use Among the questions addressed are the universal design features of languages the connection between language and conceptual systems how people use language to coordinate their actions and interact in a variety of social contexts and the place of language in a semiotic view of culture The volume also addresses how language context and culture shape the way in which we argue a point and try to persuade other people and why intercultural argumentation is both necessary and risky Global Linguistics An Introduction describes fundamental notions in linguistics and cognate fields and is thus well suited for use as a textbook in courses dealing with IC in general At the same time the book is of general interest to scholars in linguistics and communication studies as it places particular

emphasis on theoretical models such as argumentation theory and conceptual metaphor theory which are generally not presented in textbooks on language and IC

Market Matters Locke Carter, 2005 Much of the theory underlying technical communication rhetoric composition and college English in general comes from a decidedly socialist Marxist perspective ones that espouses strong anti Capitalist anti competitive statements While members of the academy have learned much about cultural artifacts and practices from these methodologies and critiques they are also disenfranchised from the larger world view free market competitive and capitalistic This volume a collection of 11 scholarly essays begins to fill this gap by asserting a theoretical and practical stance based on free market mechanisms and behaviors Through a variety of approaches from broad argument to specific examples of market behaviors from historical criticism to case studies this collection makes the case that despite fears expressed by numerous critics of capitalism technical communication and rhetoric and composition retain all their force rationale and value when expressed in free market terms Specifically the collection argues that writing disciplines have market value and that Marxist approaches to the fields are not capable of promoting this value It follows then that participants in these fields need to begin viewing themselves as market players instead of reactionaries A second general argument is that markets are inherently rhetorical meaning that they create information are subject to socially constructed trends persuade and communicate values and ideas In other words the market is a natural and logical domain for rhetorical study and participation Finally a third argument is that certain activities distance education foremost among them create value for these academic fields If we see our fields as having market value we do not need to view distance education as a threat to writing disciplines but rather an opportunity for growth and development Locke Carter the editor and lead essayist holds not only a PhD in Rhetoric from the University of Texas at Austin but also an MBA from the University of Texas at Austin

American Book Publishing Record ,1998

Forthcoming Books Rose Arny, 1998-04

The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand Majken Schultz, Mary Jo Hatch, Mogens Holten Larsen, 2000-08-17 This book challenges current beliefs about organizational identity reputation and branding It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations How does an organization create a strong reputation What are the implications of corporate branding on organizational structures and processes How do organizations discover their identities These are some of the vexing problems addressed in this book by a diverse international team of contributors According to the authors the future lies with the expressive organization Such organizations not only understand their distinct identity and their brands but are also able to express these externally and internally In order to thrive in an era of transparency and customer choice the authors argue organizations will have to be expressive

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Table of Contents Competitive Communication A Rhetoric For Modern Business

1. Understanding the eBook Competitive Communication A Rhetoric For Modern Business
 - The Rise of Digital Reading Competitive Communication A Rhetoric For Modern Business
 - Advantages of eBooks Over Traditional Books
2. Identifying Competitive Communication A Rhetoric For Modern Business
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Competitive Communication A Rhetoric For Modern Business
 - User-Friendly Interface
4. Exploring eBook Recommendations from Competitive Communication A Rhetoric For Modern Business
 - Personalized Recommendations
 - Competitive Communication A Rhetoric For Modern Business User Reviews and Ratings
 - Competitive Communication A Rhetoric For Modern Business and Bestseller Lists

5. Accessing Competitive Communication A Rhetoric For Modern Business Free and Paid eBooks
 - Competitive Communication A Rhetoric For Modern Business Public Domain eBooks
 - Competitive Communication A Rhetoric For Modern Business eBook Subscription Services
 - Competitive Communication A Rhetoric For Modern Business Budget-Friendly Options
6. Navigating Competitive Communication A Rhetoric For Modern Business eBook Formats
 - ePub, PDF, MOBI, and More
 - Competitive Communication A Rhetoric For Modern Business Compatibility with Devices
 - Competitive Communication A Rhetoric For Modern Business Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Competitive Communication A Rhetoric For Modern Business
 - Highlighting and Note-Taking Competitive Communication A Rhetoric For Modern Business
 - Interactive Elements Competitive Communication A Rhetoric For Modern Business
8. Staying Engaged with Competitive Communication A Rhetoric For Modern Business
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Competitive Communication A Rhetoric For Modern Business
9. Balancing eBooks and Physical Books Competitive Communication A Rhetoric For Modern Business
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Competitive Communication A Rhetoric For Modern Business
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Competitive Communication A Rhetoric For Modern Business
 - Setting Reading Goals Competitive Communication A Rhetoric For Modern Business
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Competitive Communication A Rhetoric For Modern Business
 - Fact-Checking eBook Content of Competitive Communication A Rhetoric For Modern Business
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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