

**Competitive  
Communication:  
Classical Rhetoric  
For Modern Business**

**Business Communication**

# Competitive Communication A Rhetoric For Modern Business

**Daniela Niemeyer**



## **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

**Marketing Communication** Allan J. Kimmel,2005-11-17 Styles brings together leading authorities from both academia and the marketing industry to provide a comprehensive overview and analysis of the rapidly changing world of marketing communication in the 21st Century Containing a broad tableau of perspectives the book reflects the insights and experiences of academics and practitioners from both sides of the Atlantic With its timely and in depth focus on contemporary and evolving trends in marketing communication this book will be of interest to a diverse audience of academics students and marketing professionals Primarily intended as a supplemental reader for undergraduate graduate and MBA courses the focus on emerging developments in the field will also appeal to a broad range of researchers and marketing professionals

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 *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

**American Book Publishing Record** ,1998 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

*Forthcoming Books* Rose Arny,1998-04 The Art of Intercultural Business Communication Bertha Du-Babcock, Richard D. D. Babcock,2024-07-25 This book examines intercultural business communication issues and practices from a global and interdisciplinary perspective with an Asian focus which is essential to any contemporary study on business communication It broadens reader s understanding of language culture and international business and equips them with intercultural business communication tools The authors incorporate frameworks from business management and communication disciplines The book comprises three parts The first six chapters focus on developing theoretical frameworks and application for language culture and international business streams Chapters 7 and 8 address the link pin communication theories and practices Link pin is the bilingual communicator standing between primary communicators and relaying messages back and forth in an interactive communication process Chapter 9 discusses intercultural business communication in the digital age The book concludes by revisiting and integrating universal theories to move toward global

situational theories meeting this ever changing intercultural environment Approaching business communication from the individual organizational and industry levels the book s integrated conceptual framework allows readers to progress to more advanced business communication concepts in a staged way Readers will gain an appreciation of the underlying theories of business communication and practical guidelines to apply the frameworks to meet their own commercial needs This book is an essential guide for practitioners and researchers in today s global business environment It also benefits students with majors in intercultural business communication and international business

*The British National Bibliography* Arthur James Wells,2007

**Cumulated Index to the Books** ,1999

*Peterson's Competitive Colleges* Peterson's,2007-04

Peterson s Competitive Colleges is a selective college guide of 440 chosen colleges and universities with entering class statistics indicating they routinely attract and admit an above average share of the nation s high achieving students Each institution has a full page statistical profile Sponsors are given the opportunity to have a 100 word announcement on the subject of their choice appear with their profile

*Barron's Profiles of American Colleges* ,1988

**Competitive Colleges, 1996-1997** Peterson's Guides, Inc,Peterson's,1996-04-21

The most trusted source of information for excellent students covers a broad range of more than 375 leading colleges and universities that regularly admit high achievers and deliver high quality education This helpful book offers a wealth of useful information for highly motivated students who gets into college who pays for it and what they do after graduation

**The Diversity Toolkit** William Sonnenschein,1999-04

The diverse workforce is not only the future it is here and now And with the help of The Diversity Toolkit managers of all levels can learn easily to adapt and be sensitive to the new workforce realities The diversity toolkit features easy to use tips for improving communications skills practical guidance for perfecting team relationships and helpful suggestions for attaining leadership skills This practical guide will ensure that readers will achieve tangible results effectively and efficiently

Shareholder Remuneration and the Law Xuedan Xiong,2025-06-30

This book discusses the mechanism of shareholder distribution restriction for creditor protection through an interdisciplinary lens Identifying an optimal model of shareholder distribution regimes through a comparative study of the UK and China the book explores how these regimes can function as a creditor protection mechanism by which distributions to shareholders are regulated to safeguard creditor interest Calls for regulatory reforms in China have sprung from a high volume of shareholder distribution related litigations with inconsistent court decisions Meanwhile the UK adopts two models concurrently capital maintenance rules for public companies and solvency tests for private companies This book critically evaluates the efficacy of these two models in addressing the fundamental interest of company creditors namely the solvency of the company following distribution Guided by legal transplant theories this book examines the fit and feasibility of transplanting the UK s distribution models to China The book will be of interest to researchers students and practitioners in the field of company law finance law accounting and banking law

**International Encyclopedia of Business Management** ,2025-09-01

The Encyclopedia of Business Management Four

Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management Each entry is written in an accessible manner making complex concepts easy to understand The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions By emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic Expert editors lead each section ensuring that the contributions are authoritative and well rounded The encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management Each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context This structured approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of vital business management concepts Provides a comprehensive overview of the main business management topics Focuses specifically on business management from a range of perspectives Includes new and emerging business management topics Presents an interdisciplinary focus in terms of business management practices Features templates across all chapters for ease of navigation and use

**Integrated Marketing Communications** Philip J. Kitchen,Patrick de Pelsmacker,2004 This textbook is the first introductory primer on integrated marketing communications It combines theory and practice to show students of marketing how different aspects of integrated marketing communications IMC work together Setting the scene in which IMC has emerged the authors explain each component of the promotional mix and go on to explain the process of functional integration The text includes key case studies on companies including Proctor and Gamble NSPCC and Ardi illustrating the practical side of IMC in addition to an introduction to the main theories at work Including an additional Study Guide at the back this book will be a valuable resource for students of marketing and marketing communications

**Research Handbook on Strategic Communication** Jesper Falkheimer,Mats Heide,2022-12-13 Strategic communication as a research field and a professional practice is becoming increasingly relevant for organizations Bringing together contributions from almost 60 leading international scholars this dynamic Research Handbook on Strategic Communication is a timely contribution to a vivid and developing academic field American Book Publishing Record Cumulative, 1950-1977 R.R. Bowker Company. Department of Bibliography,1978

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