



Organizational Discourse: A Language-Ideology-Power Perspective

Renata Fox, John Fox

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This work supplies a concrete definition of Corporate Public Discourse, an idea that has always lacked true character. It explores how leading corporations use their own special language to define their cultures. The authors take this language, once considered a mere embellishment of speech, and use it to explore the inner workings of world-renowned organizations.

This book bridges the gap between organizational studies and linguistics by analyzing the communications of today's top companies. The book describes a weekly Saturday morning meeting at Wal-Mart, evaluates IBM's commitment to success, and looks into the social role of high-caliber CEOs. Broken into seven parts, including management, media, and analysis, the study efficiently frames the importance of corporate communication.



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