

Transdisciplinarity in Financial Communication

Writing for Target Readers

Ladenpreis: 54,99EUR

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Reihe: New Perspectives in Organizational Communication

WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/transdisciplinarity-in-financial-communication-9783031291142.html>

Details

This open access book identifies and analyses problems of text production in finance from three complementary perspectives: problem identification, problem analysis, and problem solution. By doing so, it explains why solving these problems in transdisciplinary collaboration benefits theory, practice, and society at large. Drawing on 25 years of ethnographic research, roughly 2100 text products, and more than 190 interviews with different stakeholders, it develops and evaluates measures to improve the communicative potential of financial texts and thereby make them accessible to professionals. The book will appeal to researchers and reflective practitioners in financial communication, organizational communication, financial analysis, investor relations, journalism, and applied linguistics.

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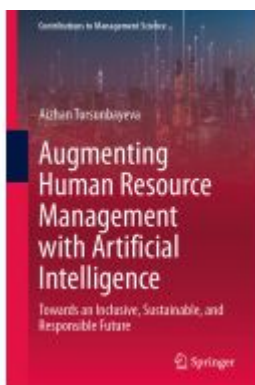
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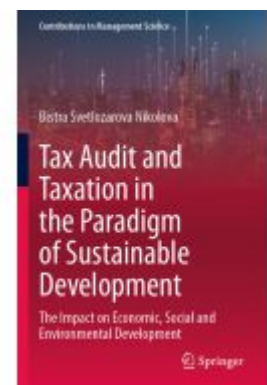
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