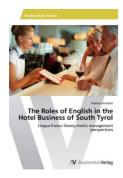
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THE ROLES OF ENGLISH IN THE HOTEL BUSINESS OF SOUTH TYROL



Condition: New. Publisher/Verlag: AV Akademikerverlag | Lingua franca theory meets management perspectives | English has developed into an international lingua franca and is now used in innumerable communicative situations in large parts of the world. This book applies lingua franca theory to a particular economic domain: the hotel business of South Tyrol (Italy). After providing an introduction to the linguistic peculiarities of this European border province, the author investigates the roles and functions of English as a lingua franca (ELF)...

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