The contributions to this volume approach the genres of employee, CEO and organizational communication from different angles. They analyze how the author’s position in the company influences the construction of these genres, what content and linguistic style characterize them, and how the discourse of these genres is related to other resources. They look at linguistic and rhetorical strategies in a range of communicative settings: email correspondence among (male versus female) co-workers, collaborative writing of formats in the workplace, leadership messaging by the CEO, financial disclosures for (non-) financial audiences and expressions of the corporate philosophy. Two methodologies in particular are prominent in the genre-based chapters: corpus analyses and case studies.

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