

Globish The World Over

GETTING THE BOOKS **GLOBISH THE WORLD OVER** NOW IS NOT TYPE OF CHALLENGING MEANS. YOU COULD NOT LONELY GOING GONE EBOOK GATHERING OR LIBRARY OR BORROWING FROM YOUR CONTACTS TO ENTRANCE THEM. THIS IS AN UNCONDITIONALLY EASY MEANS TO SPECIFICALLY GET LEAD BY ON-LINE. THIS ONLINE STATEMENT GLOBISH THE WORLD OVER CAN BE ONE OF THE OPTIONS TO ACCOMPANY YOU GONE HAVING EXTRA TIME.

IT WILL NOT WASTE YOUR TIME. CONSENT ME, THE E-BOOK WILL AGREED FRESHEN YOU ADDITIONAL CONCERN TO READ. JUST INVEST TINY MATURE TO ENTRY THIS ON-LINE PRONOUNCEMENT **GLOBISH THE WORLD OVER** AS SKILLFULLY AS REVIEW THEM WHEREVER YOU ARE NOW.

INTERCULTURAL COMMUNICATION COMPETENCE - Guo-Ming Chen 2014-05-02

INTERCULTURAL COMMUNICATION COMPETENCE IS AN INDISPENSABLE ABILITY FOR PEOPLE TO INTERACT APPROPRIATELY AND EFFECTIVELY ACROSS NATIONS AND REGIONS IN THE GLOBALIZED WORLD. COMPETENT INTERCULTURAL COMMUNICATION ENABLES PEOPLE TO REACH MUTUAL UNDERSTANDING AS WELL AS RECIPROCAL RELATIONSHIPS. IN RECENT DECADES, CONSIDERABLE PROGRESS HAS BEEN MADE IN THE RESEARCH OF INTERCULTURAL COMMUNICATION COMPETENCE. HOWEVER, DUE TO ITS COMPLEXITY, MANY PROBLEMS REMAIN UNANSWERED AND NEED TO BE ADDRESSED. THIS BOOK SEEKS TO CONCEPTUALIZE INTERCULTURAL COMMUNICATION COMPETENCE FROM DIVERSE PERSPECTIVES, EXPLORE ITS RE-CONCEPTUALIZATION IN GLOBALIZATION, AND INVESTIGATE ITS DEVELOPMENT IN CULTURAL CONTEXTS AND INTERACTION SCENARIOS. A GROUP OF LEADING INTERNATIONAL SCHOLARS IN DIFFERENT ACADEMIC DISCIPLINES JOIN TO MAP OUT A COMPREHENSIVE PICTURE, PROVIDING AN IN-DEPTH AND UP-TO-DATE WORK ON INTERCULTURAL COMMUNICATION COMPETENCE. THE BOOK ADOPTS AN INTERDISCIPLINARY APPROACH AND ENHANCES READERS' UNDERSTANDING ON THE CONCEPT OF INTERCULTURAL COMMUNICATION COMPETENCE. IT IS A USEFUL SOURCE FOR EDUCATORS, RESEARCHERS, STUDENTS AND PROFESSIONALS.

ENGLISH AS A GLOBAL LANGUAGE - David Crystal 2012-03-29

WRITTEN IN A DETAILED AND FASCINATING MANNER, THIS BOOK IS IDEAL FOR GENERAL READERS INTERESTED IN THE ENGLISH LANGUAGE.

IS THAT A FISH IN YOUR EAR? - David Bellos 2011-10-11

A NEW YORK TIMES NOTABLE BOOK FOR 2011 ONE OF THE ECONOMIST'S 2011 BOOKS OF THE YEAR PEOPLE SPEAK DIFFERENT LANGUAGES, AND ALWAYS HAVE. THE ANCIENT GREEKS TOOK NO NOTICE OF ANYTHING UNLESS IT WAS SAID IN GREEK; THE ROMANS MADE EVERYONE SPEAK LATIN; AND IN INDIA, PEOPLE LEARNED THEIR NEIGHBORS' LANGUAGES—AS DID MANY ORDINARY EUROPEANS IN TIMES PAST (CHRISTOPHER COLUMBUS KNEW ITALIAN, PORTUGUESE, AND CASTILIAN SPANISH AS WELL AS THE CLASSICAL LANGUAGES). BUT TODAY, WE ALL USE TRANSLATION TO COPE WITH THE DIVERSITY OF LANGUAGES. WITHOUT TRANSLATION THERE WOULD BE NO WORLD NEWS, NOT MUCH OF A READING LIST IN ANY SUBJECT AT COLLEGE, NO REPAIR MANUALS FOR CARS OR PLANES; WE WOULDN'T EVEN BE ABLE TO PUT TOGETHER FLAT-PACK FURNITURE. IS THAT A FISH IN YOUR EAR? RANGES ACROSS THE WHOLE OF HUMAN EXPERIENCE, FROM FOREIGN FILMS TO PHILOSOPHY, TO SHOW WHY TRANSLATION IS AT THE HEART OF WHAT WE DO AND WHO WE ARE. AMONG MANY OTHER THINGS, DAVID BELLOS ASKS: WHAT'S THE DIFFERENCE BETWEEN TRANSLATING UNPREPARED NATURAL SPEECH AND TRANSLATING MADAME BOVARY? HOW DO YOU TRANSLATE A JOKE? WHAT'S THE DIFFERENCE BETWEEN A NATIVE TONGUE AND A LEARNED ONE? CAN YOU TRANSLATE BETWEEN ANY PAIR OF LANGUAGES, OR ONLY BETWEEN SOME? WHAT REALLY GOES ON WHEN WORLD LEADERS SPEAK AT THE UN? CAN MACHINES EVER REPLACE HUMAN TRANSLATORS, AND IF NOT, WHY? BUT THE BIGGEST QUESTION BELLOS ASKS IS THIS: HOW DO WE EVER REALLY KNOW THAT WE'VE UNDERSTOOD WHAT ANYBODY ELSE SAYS—IN OUR OWN LANGUAGE OR IN ANOTHER? SURPRISING, WITTY, AND WRITTEN WITH GREAT JOIE DE VIVRE, THIS BOOK IS ALL ABOUT HOW WE COMPREHEND OTHER PEOPLE AND SHOWS US HOW, ULTIMATELY, TRANSLATION IS ANOTHER NAME FOR THE HUMAN CONDITION.

PROFESSIONAL DEVELOPMENT OF ENGLISH LANGUAGE TEACHERS IN ASIA - Kayoko Hashimoto 2018-05-16

WHY HAS ENGLISH LANGUAGE PROFICIENCY IN JAPAN REMAINED SO LOW IN COMPARISON TO OTHER ASIAN COUNTRIES? HAS VIETNAM ATTEMPTED TO IMPROVE ENGLISH LANGUAGE TEACHING BECAUSE ASEAN HAS ADOPTED ENGLISH AS ITS WORKING LANGUAGE? WHY DO ENGLISH LANGUAGE TEACHERS STRUGGLE WITH CURRICULUM CHANGES IMPOSED BY GOVERNMENTS IN ORDER TO MAKE THEM COMPETITIVE IN THE INTERNATIONAL COMMUNITY? DO PROFESSIONAL DEVELOPMENT (PD) PROGRAMS ACTUALLY MEET THE NEEDS OF TEACHERS? THIS BOOK ADDRESSES ISSUES SURROUNDING THESE QUESTIONS BY EXAMINING HOW THE JAPANESE AND VIETNAMESE GOVERNMENTS HAVE APPROACHED AND DEFINED THE PD OF ENGLISH LANGUAGE TEACHERS AND HOW SUCH PD PROGRAMS HAVE BEEN DELIVERED. IT FURTHER ANALYSES THE IMPACT OF POLICY CHANGES ON INDIVIDUAL TEACHERS AND EXPLORES HOW PD CAN HELP TEACHERS TO IMPLEMENT SUCH CHANGES EFFECTIVELY AT THE MICRO-LEVEL. PD OF LANGUAGE TEACHERS OR LANGUAGE TEACHER EDUCATION IS RELATIVELY NEW AS A FIELD OF INQUIRY IN APPLIED LINGUISTICS. BY INCLUDING CASE STUDIES OF JAPAN AND VIETNAM IN THE ONE VOLUME, THIS BOOK EMBARKS ON THE CHALLENGING TASK OF DEMONSTRATING THAT PD IS AN ESSENTIAL ELEMENT OF THE SUCCESSFUL IMPLEMENTATION OF LANGUAGE POLICIES IN ASIA, WHERE WORLD ENGLISHES HAVE BEEN SHAPED BY DISTINCT LOCAL CONTEXTS.

ITHACA - David Davidar 2011-10-11

BY BESTSELLING AUTHOR DAVID DAVIDAR, ITHACA IS A THRILLING ACCOUNT OF INTERNATIONAL PUBLISHING. IN THE EARLY YEARS OF THE 21ST CENTURY, SWEEPING CHANGE IS TAKING PLACE IN THE PUBLISHING INDUSTRY. ILL-EQUIPPED TO HANDLE THE TRANSFORMATION OF THEIR WORLD, A NUMBER OF PUBLISHING HOUSES STRUGGLE TO SURVIVE - ONE OF THESE IS LITMUS, AN INDEPENDENT FIRM IN THE UK. THE ONUS OF ENSURING THAT THE COMPANY REMAINS VIABLE FALLS UPON ITS PUBLISHER, ZACHARIAH THOMAS, WHO ALSO EDITS ITS MOST SUCCESSFUL AUTHOR, MASSIMO SEPPI. SEPPI'S QUARTET OF NOVELS, FEATURING ANGELS AND ARCHANGELS, HAS SOLD MILLIONS OF COPIES WORLDWIDE. UNFORTUNATELY FOR ZACH AND FOR LITMUS, SEPPI DIES UNEXPECTEDLY. WITHOUT ITS STAR WRITER, LITMUS'S CHANCES OF SURVIVING THE ECONOMIC DOWNTURN ARE SLIM, AND WHEN A GIANT CORPORATION INTENT ON TAKING IT OVER BEGINS TO MOVE IN FOR THE KILL, IT SEEMS IMPOSSIBLE THAT LITMUS WILL REMAIN INDEPENDENT. TO KEEP HIS COMPANY INTACT,

AND TO GIVE IT ROOM TO REGROUP AND CHART OUT A STRATEGY FOR THE FUTURE, ZACH MUST, AMONG OTHER THINGS, TRY AND MINE THE SEPPI LEGACY FOR ONE LAST GEM. HE TRAVELS AROUND THE GLOBE, FROM LONDON TO THE NEW LITMUS SUBSIDIARY IN DELHI, FROM NEGOTIATING MEETINGS IN TORONTO TO THE HALLS OF THE RENOWNED FRANKFURT BOOK FAIR, FROM A SALES EXTRAVAGANZA IN NEW YORK CITY TO THE STREETS OF SYDNEY, AND MORE, IN HIS QUEST TO STAVE OFF DISASTER. BY TURNS COMPELLING AND THOUGHT-PROVOKING, THIS EAGERLY ANTICIPATED NEW NOVEL BY ONE OF THE INDUSTRY'S FOREMOST FIGURES MASTERFULLY DEPICTS THE EXHILARATING AND SURPRISINGLY TURBULENT WORLD OF BOOK PUBLISHING.

GLOBISH THE WORLD OVER (RUSSIAN) - Jean-Paul Nerriere 2010-11

THIS TRANSLATED VERSION OF GLOBISH THE WORLD OVER IS FOR READERS WHO WANT TO USE THEIR NATIVE TONGUE TO LEARN ABOUT THIS GLOBISH TOOL FOR INTERNATIONAL COMMUNICATION, BUT IT ALSO LETS STUDENTS WHO ARE LEARNING ENGLISH SEE THE BASIC STRUCTURES OF GLOBISH-ENGLISH, SIDE-BY-SIDE WITH THE RUSSIAN TRANSLATION. "I MUST CONGRATULATE YOU ON GLOBISH THE WORLD OVER. IT'S A PIONEERING TEXT OF GREAT IMPORTANCE, FULL OF ENTHRALLING INSIGHTS FOR NATIVE AND NON-NATIVE ENGLISH USERS ALIKE" -- ROBERT MCCRUM, AUTHOR, THE STORY OF ENGLISH AND LITERARY EDITOR, LONDON OBSERVER. GLOBISH, AS A CONCEPT, TAKES TO TASK THE WORLD HEGEMONY OF ARROGANT ENGLISH-SPEAKERS. HENCE THE LANDMARK BOOK DON'T SPEAK ENGLISH - PARLEZ GLOBISH BECAME A BEST-SELLER IN FRENCH, AND OTHER LANGUAGES, BUT IT NEVER APPEARED IN ENGLISH. GLOBISH THE WORLD OVER IS THE FIRST BOOK WRITTEN IN GLOBISH-ENGLISH. NON-NATIVE ENGLISH SPEAKERS FROM NON-ANGLOPHONE COUNTRIES USE ENGLISH BETTER BETWEEN THEMSELVES THAN WITH ANY NATIVE ENGLISH SPEAKER. GLOBISH CODIFIES THEIR VERY EFFICIENT "SIMILAR LIMITATIONS." THE WORD GLOBISH MAY STRIKE ENGLISH-SPEAKERS AS AN "ODD" WAY TO RENAME THEIR ENGLISH. HOWEVER BILLIONS OF SPEAKERS IN BRAZIL, RUSSIA, INDIA AND CHINA WILL BE THE NEW "OWNERS" OF WHAT THE WORLD IS NOW CALLING GLOBISH. THE IMPLICATIONS ARE FAR-REACHING. GLOBISH THE WORLD OVER DISCUSSES THIS PHENOMENON, AND DEMONSTRATES THAT GLOBISH - AS A DELIBERATE AND SUFFICIENT SUBSET OF ENGLISH FOR INTERNATIONAL COMMUNICATION - IS LIMITED MORE BY A PERSON'S COMMUNICATION ABILITY THAN BY MERE WORDS.

THE ENGLISH IS COMING! - Leslie Dunton-Downer 2010

DUNTON-DOWNER OFFERS A LIVELY LOOK AT THE HISTORY OF THE ENGLISH LANGUAGE THROUGH AN IN-DEPTH STUDY OF 50 WORDS THAT ARE NOW PART OF THE GLOBAL LEXICON.

TEACHING ENGLISH AS AN INTERNATIONAL LANGUAGE - Roby Marlina 2017-08-31

HOW DO TEACHERS INSPIRE STUDENTS TO LEARN TO APPRECIATE DIFFERENT ENGLISHES? HAS ANYONE TRIED TO TEACH WORLD ENGLISHES? IF SO, WHAT DO THEY DO AND HOW DO THEY FEEL ABOUT IT? MOST IMPORTANTLY, DO STUDENTS SEE THE BENEFITS IN LEARNING ABOUT WORLD ENGLISHES? THIS BOOK RESPONDS TO THESE QUESTIONS BY 1) OFFERING A CLEAR AND SOLID FOUNDATION FOR THE DEVELOPMENT OF ENGLISH AS AN INTERNATIONAL LANGUAGE (EIL)-ORIENTED CURRICULA IN AN ENGLISH LANGUAGE PROGRAM AND A TEACHER EDUCATION PROGRAM, 2) CRITICALLY REVIEWING THE CURRENT PEDAGOGICAL PRINCIPLES AND PRACTICES OF TEACHING EIL, AND 3) OFFERING AN ALTERNATIVE WAY OF CONCEPTUALISING AND TEACHING EIL. USING A THREE-YEAR UNDERGRADUATE PROGRAM OF EIL IN AN AUSTRALIAN UNIVERSITY AS A RESEARCH SITE, THIS BOOK PROVIDES A DETAILED ACCOUNT OF ACTUAL CLASSROOM PRACTICES THAT RAISE STUDENTS' AWARENESS OF WORLD ENGLISHES AND ENGAGE THEM IN LEARNING HOW TO COMMUNICATE INTERCULTURALLY. THIS BOOK IS THE FIRST OF ITS KIND THAT EXPLORES THE TEACHING OF EIL IN A COUNTRY WHERE ENGLISH IS A PREDOMINANT AND NATIONAL LANGUAGE.

INTRODUCING A FRAMEWORK FOR STRATEGY - The Open University

THIS 10-HOUR FREE COURSE DEMONSTRATED HOW THE PROCESSES OF ANALYSING, CHOOSING AND IMPLEMENTING STRATEGY ARE INTERRELATED AND ITERATIVE.

GLOBISH THE WORLD OVER (CHINESE): SIDE-BY-SIDE TRANSLATION - Jean-Paul Nerri Re 2010-04-01

THIS TRANSLATED VERSION OF GLOBISH THE WORLD OVER IS FOR READERS WHO WANT TO USE THEIR NATIVE TONGUE TO LEARN ABOUT THIS GLOBISH TOOL FOR INTERNATIONAL COMMUNICATION, BUT IT ALSO LETS STUDENTS WHO ARE LEARNING ENGLISH SEE THE BASIC STRUCTURES OF GLOBISH-ENGLISH, LINE-BY-LINE IN CHINESE. "I MUST CONGRATULATE YOU ON GLOBISH THE WORLD OVER. IT'S A PIONEERING TEXT OF GREAT IMPORTANCE, FULL OF ENTHRALLING INSIGHTS FOR NATIVE AND NON-NATIVE ENGLISH USERS ALIKE" -- ROBERT MCCRUM, AUTHOR, THE STORY OF ENGLISH AND LITERARY EDITOR, LONDON OBSERVER. GLOBISH, AS A CONCEPT, TAKES TO TASK THE WORLD HEGEMONY OF ARROGANT ENGLISH-SPEAKERS. HENCE THE LANDMARK BOOK DON'T SPEAK ENGLISH - PARLEZ GLOBISH BECAME A BEST-SELLER IN FRENCH, AND OTHER LANGUAGES, BUT IT NEVER APPEARED IN ENGLISH. GLOBISH THE WORLD OVER IS THE FIRST BOOK WRITTEN IN GLOBISH-ENGLISH. NON-NATIVE ENGLISH SPEAKERS FROM NON-ANGLOPHONE COUNTRIES USE ENGLISH BETTER BETWEEN THEMSELVES THAN WITH ANY NATIVE ENGLISH SPEAKER. GLOBISH CODIFIES THEIR VERY EFFICIENT "SIMILAR LIMITATIONS." THE WORD GLOBISH MAY STRIKE ENGLISH-SPEAKERS AS AN "ODD" WAY TO RENAME THEIR ENGLISH. HOWEVER BILLIONS OF SPEAKERS IN BRAZIL, RUSSIA, INDIA AND CHINA WILL BE THE NEW "OWNERS" OF WHAT THE WORLD IS NOW CALLING GLOBISH. THE IMPLICATIONS ARE FAR-REACHING. GLOBISH THE WORLD OVER DISCUSSES THIS PHENOMENON, AND DEMONSTRATES THAT GLOBISH - AS A DELIBERATE AND SUFFICIENT SUBSET OF ENGLISH FOR INTERNATIONAL COMMUNICATION - IS LIMITED MORE BY A PERSON'S COMMUNICATION ABILITY THAN BY MERE WORDS.

DETERRITORIALIZING LANGUAGE, TEACHING, LEARNING, AND RESEARCH - 2019-12-16

DRAWING ON THE CONCEPTUAL REPERTOIRE OF FRENCH PHILOSOPHERS GILLES DELEUZE AND

Felix Guattari, new lines of thoughts are generated in this book on how research and educative practices can be transformed to reimagine second language teaching, learning, and research.

GLOBISH: How English Became the World's Language - Robert McCrum 2011-05-09

Discusses how Anglo-American has become the language of the world, and describes the changes that English has brought to far-away cultures in distant places.

Global Writing for Public Relations - Arhlene A. Flowers 2015-12-07

Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace. Author Arhlene Flowers has created a new approach on writing for public relations by combining intercultural communication, international public relations, and effective public relations writing techniques. Global Writing for Public Relations offers the following features: insight into the evolution of English-language communication in business and public relations, as well as theoretical and political debates on global English and globalization; an understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials; strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences; storytelling skills that help writers craft compelling content; real-world global examples from diverse industries that illustrate creative solutions; step-by-step guidance on writing public relations materials with easy-to-follow templates to reach traditional and online media, consumers, and businesses; self-evaluation and creative thinking exercises to improve cultural literacy, grammar, punctuation, and editing skills for enhanced clarity; and supplemental online resources for educators and students. English is the go-to business language across the world, and this book combines the author's experience training students and seasoned professionals in crafting public relations materials that resonate with global English-language audiences. It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide.

GLOBISH OVER DE HELE WERELD - Jean-Paul Néri 2010-05

This version of Globish The World Over is abridged for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, line-by-line in Dutch. "I must congratulate you on Globish The World Over. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, The Story of English and Literary Editor, London Observer. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book Don't Speak English - Parlez Globish became a best-seller in French, and other languages, but it never appeared in English. Globish The World Over is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish. The implications are far-reaching. Globish The World Over discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

Unmuted - Heather Hansen 2022-03-17

An essential guide to professional communication. Professional communication has become more complex than ever as, with the rise of remote working and the increasing prominence of social media, we frequently find ourselves muted - when we can't find the opportunities to speak up or our ideas aren't getting the credit they deserve. In Unmuted, Heather Hansen draws upon her years of experience as a communication specialist and consultant to illustrate how you can overcome these obstacles and make your voice heard. Building upon research from business psychology, cultural studies and linguistics, Unmuted is the essential guide to professional communication. Through the unique 'Unmuted' framework, it provides practical strategies that will bring confidence and clarity to every aspect of your career, from writing perfectly worded emails to delivering powerful presentations.

The Social Construction of Knowledge in Mission-Critical Environments - Theodoros Katerinakis 2018-06-27

This volume analyzes real in-flight communications to explain the dynamics of knowledge construction. With the use of a grounded theory approach, real-life scenarios for in-depth interviews with aviation informants were developed and analyzed using discourse analysis. The study revealed aspects of tacit knowledge and expertise behavior that develop in mission-critical environments. Among the findings, the author discovered: • Silence is an interactional element and a substantial contributing factor to both completed flights and aviation incidents/accidents • Hesitation is an early reaction when situational awareness is lacking • The aviation sub-cultures contain several distinct micro-cultures which affect professional responsibility and decision making in micro-environments • Human errors should be acknowledged, discussed and repaired by all actors of the flight model • Non-verbal communication in institutional settings and mediated environments is instrumental to safe and efficient operations The results suggest fruitful applications of theory to explore how knowledge is generated in highly structured, high-risk organizational environments, such as hospitals, nuclear plants, battlefields and crisis and disaster locations.

Katerinakis explains the emergent knowledge elements in communication command with messages "spoken-heard-understood-applied," from multiple stakeholders... The interplay of theory and real-flight examples, with key interlocutors, creates a valuable narrative both for the expert reader and the lay-person interested in the insights of hospitals, nuclear plants, battlefields, safety and rescue systems, and crisis and disaster locations. Ilias Panagopoulos, PhD Command Fighter Pilot, Col (Ret) Senior Trainer, Joint Aviation Authorities (JAA) Training Organisation Safety Manager, NATO Airlift Management Programme In this path-breaking work, Theodore Katerinakis brings the study of human communication to the airplane cockpit as a knowledge environment.

Toward that end, drawing on his own experience with the Air Force and Aviation Authorities and interviews with flight controllers and scores of pilots, Katerinakis both builds on moves beyond human factors research and ecological psychology... It is a work of theoretical value across disciplines and organizational settings and of practical importance as well. His lively narrative adds to translational research by translating knowledge or evidence into action in mission-critical systems. Douglas V. Porpora, PhD Professor of Sociology & Director Communication, Culture and Media Drexel University

When Teams Collide - Richard D. Lewis 2012-04-26

"This book is a MUST for every business team leader who plans to start doing business in a new cross-cultural environment." - Markku Vartiainen OBE, President, Finnish-British Chamber of Commerce International teams are rapidly becoming the central operating mode for global enterprises. They are often agile and perceptive, know local markets better than HQ does, lead innovation and exploratory ventures, and are more culturally aware than their parent company. But how much autonomy should they be allowed? How can we get things done with colleagues who have different worldviews? How can we strike a balance between core values and the necessary diversity - and is diversity within the team a strength or a hindrance? What is the role of the team leader in all of this? How do you establish team trust? How important is team humor? Who decides the team's ethics? What misunderstandings can arise in a virtual team, lacking face-to-face contact? In answering these and other questions, Richard D. Lewis draws on 30 years experience mediating with hundreds of international teams in two dozen countries. Generously illustrated with explanatory diagrams, When Teams Collide analyses profiles of 24 different nationalities and suggests how they should be led for best results. Commenting on vital considerations of leadership, team trust, ethics and humor, the author also evaluates the relationship between teams and HQ. Applying the cultural concepts in the bestselling When Cultures Collide specifically to team leadership, this is a wide-ranging and compelling account of how to handle what is a difficult and sensitive task.

Articulating Asia in Japanese Higher Education - Jeremy Breaden 2018-01-12

This book is a study of cross-border activity in and around Japanese universities, employing 'Asia' as the cornerstone of inquiry. It offers qualitative, case-based analysis of Asia-oriented student mobility and partnership projects, framed by critical evaluation of discourses and texts concerning Japan's positioning in an era of Asian ascendancy. This combination of Asia as theme and international higher education as empirical subject matter allows the book to shed new light on some of the fundamental policy currents in contemporary Japan. It also furnishes a fresh approach to comprehending the modalities of regionalism and regionalisation in the sphere of higher education.

Ten Lectures on Natural Semantic Metalanguage - Cliff Goddard 2018-03-20

These lively lectures introduce the theory, practice and application of a versatile, rigorous and non Anglocentric approach to cross-linguistic semantics. Topics include semantic primes and molecules, emotions, evaluation, verbs and event structure, cultural key words and scripts, language teaching.

GLOBISH PARA EL MUNDO - Jean-Paul Néri 2009-07-01

This version of Globish The World Over is abridged for readers who want to use their native tongue to learn about this Globish tool for international communication, but it also lets students who are learning English see the basic structures of Globish-English, line-by-line in Spanish. "I must congratulate you on Globish The World Over. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike" -- Robert McCrum, author, The Story of English and Literary Editor, London Observer. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book Don't Speak English - Parlez Globish became a best-seller in French, and other languages, but it never appeared in English. Globish The World Over is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish. The implications are far-reaching. Globish The World Over discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

My Year Off - Robert McCrum 2011-11-30

A Publishers Weekly Best Book of 1998. "To all concerned, this book is meant to send a ghostly signal across the dark universe of ill-health that says 'you are not alone.'" - Robert McCrum On July 29, 1995, Robert McCrum, 42, married only ten weeks, suffered a paralyzing stroke. Overnight, his life shifted irrevocably. But this admired novelist and former editorial director of the London Publishing House Faber and Faber decided to chronicle what became a remarkable journey "into that mysterious, unexplored territory, the neighbourly world of the unwell," as well as a deeply moving love story.

Dictator - Philip Terry 2019-01-10

DICTATOR RECREATES GILGAMESH USING THE 1,500-WORD VOCABULARY OF GLOBISH, PUT TOGETHER BY JEAN-PAUL NERRIÈRE. GLOBISH IS A BUSINESS LANGUAGE, APPROPRIATE TO TRANSLATE CUNEIFORM WHICH EMERGED FROM THE NEED TO RECORD BUSINESS TRANSACTIONS. NERRIÈRE CONSIDERED IT THE WORLD DIALECT OF THE THIRD MILLENIUM; LIKEWISE AKKADIAN, THE LANGUAGE OF GILGAMESH, WAS THE LINGUA FRANCA OF COMMUNICATIONS IN THE NEAR EAST. THIS LINK BETWEEN SCRIPT, LANGUAGE AND BUSINESS IS THERE IN THE SUBSTANCE OF THE POEM. AN UNDERPINNING THEME INVOLVING TRADE, HERE TRADE IN HARD WOOD AND ACCESS TO FORESTS FOR BUILDING MATERIALS, LINKS THE POEM TO RECENT WARS IN AND AROUND IRAQ, WHERE THE CONTEMPORARY COMMODITY IS OIL. THIS IN TURN LINKS THE POEM TO RELATED ISSUES SUCH AS MIGRATION AND THE REFUGEE CRISIS. WORKING WITH REFUGEES IN PALERMO IN 2017, TERRY WAS INVOLVED WITH PUTTING ON A PUPPET VERSION OF GILGAMESH WHERE THE CHILDREN RELATED VISCERALLY TO THE STORY, PARTICULARLY THE BOAT SCENES.

GLOBALIZATION AND ENGLISH EDUCATION IN TAIWAN - I-CHUNG KE 2021-11-30
KE'S BOOK EXAMINES AND REFLECTS ON ENGLISH EDUCATION IN TAIWAN FROM A GLOBAL ENGLISH PERSPECTIVE, STARTING WITH A DISCUSSION ON GLOBALIZATION AND GLOBAL ENGLISHES. ENGLISH EDUCATION IN TAIWAN HAS GONE THROUGH VARIOUS MAJOR TRANSFORMATIONS SINCE THE INTENSIFICATION OF GLOBALIZATION AFTER THE 1990S. ON ONE HAND, CHILDREN START TO LEARN ENGLISH EVER EARLIER WHILE ON THE OTHER HAND, THE CURRICULUM AND MATERIALS IN THE VOCATIONAL SCHOOLS AND AT THE TERTIARY LEVEL BECOME DIVERSIFIED TO MEET VARIOUS SPECIFIC NEEDS OF ENGLISH USE. INTERNATIONALIZATION OF EDUCATION HAS BROUGHT INCREASING NUMBERS OF INTERNATIONAL STUDENTS, AND THE ROLES OF ENGLISH IN TAIWAN ARE CHANGING CONSTANTLY WITH THE DYNAMIC ENVIRONMENT, FROM A FOREIGN LANGUAGE TO A LINGUA FRANCA, MEDIUM OF INSTRUCTION, AND AN INTERNATIONAL LANGUAGE. IN HIS BOOK, THE AUTHOR DOCUMENTS THE HISTORICAL DEVELOPMENT OF EDUCATION AND THE ROLES OF ENGLISH IN TAIWAN BEFORE REVIEWING CURRICULUM REFORMS AND CHANGES IN THE PAST HALF CENTURY. HE THEN PRESENTS TEACHERS' AND STUDENTS' PERCEPTIONS ON GLOBAL ENGLISHES. HE PROPOSES GLOBAL ENGLISHES PEDAGOGIES AND HIS VIEWS ON WHAT CHANGES CAN BE MADE TO TEXTBOOKS, LEARNING MATERIALS, ENTRANCE EXAMS, TRANSLATION, AND THE LINGUISTIC ENVIRONMENT. PRACTICAL SUGGESTIONS TO ENGLISH EDUCATION IN TAIWAN IN THE GLOBALIZING CONTEXT SERVE AS TENTATIVE CONCLUSION FOR THE BOOK. OFFERING INSIGHTS INTO ENGLISH EDUCATION AND ITS RELATIONSHIP WITH GLOBALIZATION, KE'S BOOK WILL BE USEFUL TO RESEARCHERS AND STUDENTS IN THE FIELDS OF GLOBAL ENGLISHES AND ENGLISH EDUCATION AS WELL AS OFFERING PRACTICAL PEDAGOGICAL SUGGESTIONS FOR ENGLISH EDUCATORS AROUND THE WORLD.

WORD MYTHS - DAVID WILTON 2008-11-06

DO YOU "KNOW" THAT POSH COMES FROM AN ACRONYM MEANING "PORT OUT, STARBOARD HOME"? THAT "THE WHOLE NINE YARDS" COMES FROM (PICK ONE) THE LENGTH OF A WWII GUNNER'S BELT; THE AMOUNT OF FABRIC NEEDED TO MAKE A KILT; A SARCASTIC FOOTBALL EXPRESSION? THAT CHICAGO IS CALLED "THE WINDY CITY" BECAUSE OF THE BLOVIATING HABITS OF ITS POLITICIANS, AND NOT THE BREEZE OFF THE LAKE? IF SO, YOU NEED THIS BOOK. DAVID WILTON DEBUNKS THE MOST PERSISTENTLY WRONG WORD HISTORIES, AND GIVES, TO THE BEST OF OUR ACTUAL KNOWLEDGE, THE REAL STORIES BEHIND THESE PERENNIAL MIS-ETYMOLOGIZED WORDS. IN ADDITION, HE EXPLAINS WHY THESE WRONG STORIES ARE CREATED, DISSEMINATED, AND PERSIST, EVEN AFTER BEING CORRECTED TIME AND TIME AGAIN. WHAT MAKES US CLING TO THESE STORIES, WHEN THE TRUTH BEHIND THESE WORDS AND PHRASES IS AVAILABLE, FOR THE MOST PART, AT ANY LIBRARY OR ON THE INTERNET? ARRANGED BY CHAPTERS, THIS BOOK AVOIDS A DRY A-Z FORMAT. CHAPTERS SEPARATE MISETYMOLOGIES BY KIND, INCLUDING THE PERILS OF POLITICAL CORRECTNESS (PICNICS HAVE NOTHING TO DO WITH LYNCHINGS), POSH, PHAT POMMIES (THE PROBLEMS OF BACRONYMING--THE DESIRE TO MAKE EVERY WORD INTO AN ACRONYM), AND CANOE (WHICH STANDS FOR THE CONSPIRACY TO ATTRIBUTE NAUTICAL ORIGINS TO EVERYTHING). WORD MYTHS CORRECTS LONG-HELD AND FAR-FLUNG EXAMPLES OF WRONG ETYMOLOGIES, WITHOUT TAKING THE FUN OUT OF ETYMOLOGY ITSELF. IT'S THE BEST OF BOTH WORLDS: NOT ONLY DO YOU LEARN THE MANY WRONG STORIES BEHIND THESE WORDS, YOU ALSO LEARN WHY AND HOW THEY ARE CREATED--AND WHAT THE REAL STORY IS.

INVOLUNTARY ASSOCIATIONS - DAVID HUDDART 2014

INVOLUNTARY ASSOCIATIONS: "POSTCOLONIAL STUDIES" AND "WORLD ENGLISHES"-- GRAMMARS OF LIVING BREAK THEIR TENSE: WORLD ENGLISHES AND CULTURAL TRANSLATION -- ENGLISH IN THE CONVERSATION OF MANKIND: WORLD ENGLISHES AND GLOBAL CITIZENSHIP -- DECLARATIONS OF LINGUISTIC INDEPENDENCE: THE POSTCOLONIAL DICTIONARY -- WRITING AFTER THE END OF EMPIRE: COMPOSITION, COMMUNITY, AND CREATIVITY -- SLOW READING: THE OPACITY OF WORLD LITERATURES -- CONCLUSION: ENGLISH REMAINS, ENGLISHES REMAIN
UNDERSTANDING ENGLISH AS A LINGUA FRANCA - OXFORD APPLIED LINGUISTICS - BARBARA SEIDLHOFER 2013-01-10

A COMPLETE INTRODUCTION TO THE THEORETICAL NATURE AND PRACTICAL IMPLICATIONS OF ENGLISH USED AS A LINGUA FRANCA. EXPLORE THE THEORIES AND PRINCIPLES OF ENGLISH AS A LINGUA FRANCA WITH LEADING EXPERT BARBARA SEIDLHOFER

GLOBISH - ROBERT MCCRUM 2010

THE COAUTHOR OF THE BESTSELLING BOOK AND TELEVISION SERIES THE STORY OF ENGLISH DISCUSSES HOW ANGLO-AMERICAN HAS BECOME THE LANGUAGE OF THE WORLD, AND DESCRIBES THE CHANGES THAT ENGLISH HAS BROUGHT TO FAR-AWAY CULTURES IN DISTANT PLACES.

THE STORY OF ENGLISH - ROBERT MCCRUM 1986

UPRT 2011: EMPIRICAL STUDIES IN ENGLISH APPLIED LINGUISTICS -

GLOBAL ENGLISHES - JENNIFER JENKINS 2014-08-21

ROUTLEDGE ENGLISH LANGUAGE INTRODUCTIONS COVER CORE AREAS OF LANGUAGE STUDY AND ARE ONE-STOP RESOURCES FOR STUDENTS. ASSUMING NO PRIOR KNOWLEDGE, BOOKS IN THE SERIES OFFER AN ACCESSIBLE OVERVIEW OF THE SUBJECT, WITH ACTIVITIES, STUDY QUESTIONS, SAMPLE ANALYSES, COMMENTARIES, AND KEY READINGS - ALL IN THE SAME VOLUME. THE INNOVATIVE AND FLEXIBLE 'TWO-DIMENSIONAL' STRUCTURE IS BUILT AROUND FOUR SECTIONS - INTRODUCTION, DEVELOPMENT, EXPLORATION, AND EXTENSION - WHICH OFFER SELF-CONTAINED STAGES FOR STUDY. EACH TOPIC CAN ALSO BE READ ACROSS THESE SECTIONS, ENABLING THE READER TO BUILD GRADUALLY ON THE KNOWLEDGE GAINED. GLOBAL

ENGLISHES, THIRD EDITION, PREVIOUSLY PUBLISHED AS WORLD ENGLISHES, HAS BEEN COMPREHENSIVELY REVISED AND UPDATED AND PROVIDES AN INTRODUCTION TO THE SUBJECT THAT IS BOTH ACCESSIBLE AND COMPREHENSIVE. KEY FEATURES OF THIS BEST-SELLING TEXTBOOK INCLUDE: COVERAGE OF THE MAJOR HISTORICAL, LINGUISTIC, AND SOCIOPOLITICAL DEVELOPMENTS IN THE ENGLISH LANGUAGE FROM THE START OF THE SEVENTEENTH CENTURY TO THE PRESENT DAY EXPLORATION OF THE CURRENT DEBATES IN GLOBAL ENGLISHES, RELATING TO ITS USES AS MOTHER TONGUE IN THE US, UK, ANTIPODES, AND POST-COLONIAL LANGUAGE IN AFRICA, SOUTH AND SOUTHEAST ASIA, AND LINGUA FRANCA ACROSS THE REST OF THE GLOBE, WITH A NEW AND PARTICULARLY STRONG EMPHASIS ON CHINA A RANGE OF TEXTS, DATA AND EXAMPLES DRAW FROM EMAILS, TWEETS AND NEWSPAPERS SUCH AS THE NEW YORK TIMES, CHINA DAILY AND THE STRAITS TIMES READINGS FROM KEY SCHOLARS INCLUDING ALASTAIR PENNYCOOK, HENRY G. WIDDOWSON AND LESLEY MILROY ACTIVITIES THAT ENGAGE THE READER BY INVITING THEM TO DRAW ON THEIR OWN EXPERIENCE AND CONSIDER THEIR ORIENTATION TO THE PARTICULAR TOPIC IN HAND. GLOBAL ENGLISHES, THIRD EDITION PROVIDES A DYNAMIC AND ENGAGING INTRODUCTION TO THIS FASCINATING TOPIC AND IS ESSENTIAL READING FOR ALL STUDENTS STUDYING GLOBAL ENGLISHES, ENGLISH AS A LINGUA FRANCA, AND THE SPREAD OF ENGLISH IN THE WORLD TODAY.

THE ENGLISH IS COMING! - LESLIE DUNTON-DOWNER 2010-09-14

ENGLISH HAS FAST BECOME THE NUMBER ONE LANGUAGE FOR EVERYTHING FROM BUSINESS AND SCIENCE, DIPLOMACY AND EDUCATION, ENTERTAINMENT AND ENVIRONMENTALISM TO SOCIALIZING AND BEYOND--VIRTUALLY ANY HUMAN ACTIVITY UNFOLDING ON A GLOBAL SCALE. WORLDWIDE, NONNATIVE SPEAKERS OF ENGLISH NOW OUTNUMBER NATIVES THREE TO ONE; AND IN CHINA ALONE, MORE PEOPLE USE ENGLISH THAN IN THE UNITED STATES--A REMARKABLE FEAT FOR A LANGUAGE THAT GOT ITS START AS A MONGREL TONGUE ON AN ISLAND FIFTEEN HUNDRED YEARS AGO. THROUGH THE FASCINATING STORIES OF THIRTY ENGLISH WORDS USED AND UNDERSTOOD IN NEARLY ALL CORNERS OF THE GLOBE, THE ENGLISH IS COMING! TAKES READERS ON AN EYE-OPENING JOURNEY ACROSS CULTURE AND COMMERCE, WAR AND PEACE, AND TIME AND SPACE. THESE MINI-HISTORIES SHED NEW LIGHT ON EVERYDAY WORDS: THE STRANGE TURNS OF FATE BY WHICH THEIR MEANINGS EVOLVED AND THEIR NEW ROLES AS THE BUILDING BLOCKS OF THE FIRST LANGUAGE EVER TO FORGE A GLOBAL COMMUNITY. EXPLORING SUCH FAMILIAR TERMS AS SHAMPOO (FROM A HINDI WORD FOR SCALP AND BODY HYGIENE LONG PRACTICED IN INDIA); ROBOT (COINED BY CZECH PAINTER JOSEF CAPEK FOR HIS BROTHER KAREL'S 1921 PLAY ABOUT MAN-MADE CREATURES); CREDIT (ROOTED IN A PREHISTORIC PHRASE OF SACRED SIGNIFICANCE: "TO PUT HEART INTO"); AND DOZENS OF OTHERS, DUNTON-DOWNER REVEALS WITH CLARITY AND HUMOR HOW THESE LINGUISTIC ARTIFACTS EMBODY THE RESILIENCE, APPEAL, ADOPTABILITY, AND WILD INCLUSIVENESS THAT ENGLISH, THROUGH A SERIES OF HISTORICAL ACCIDENTS, GAINED ON ITS ROAD TO WORLDWIDE REACH. THESE WORDS EXPLAIN NOT ONLY HOW ENGLISH HAS MANAGED TO LINK OUR DISTANT AND OFTEN DISPARATE PASTS BUT ALSO HOW IT IS PROPELLING HUMANKIND TO A FUTURE THAT WE CAN, FOR THE FIRST TIME, TALK ABOUT AND SHAPE IN A LANGUAGE THAT NOW BELONGS TO ALL OF US: GLOBAL ENGLISH. PERFECT FOR CULTURE BUFFS, ARMCHAIR TRAVELERS, AND LANGUAGE LOVERS ALIKE, THE ENGLISH IS COMING! IS SURE TO INSPIRE TRULY GLOBAL CONVERSATIONS FOR DECADES TO COME.

GLOBALIZATION MATTERS - MANFRED B. STEGER 2019-08-08

BY ADDRESSING THE MAJOR CONTEMPORARY CHALLENGES TO GLOBALIZATION, THIS STUDY EXPLAINS WHY AND HOW THE GLOBAL CONTINUES TO MATTER IN OUR UNSETTLED WORLD.

LONG LIVE LATIN - NICOLA GARDINI 2020-09-03

LATIN HAS GIVEN US SO MUCH, FROM VIRGIL'S AENEID TO OVID'S METAMORPHOSES, FROM SOME OF THE WORLD'S MOST ENDURING STORIES TO THE WORDS WE USE EVERYDAY. AND YET WE CALL IT DEAD. OXFORD ACADEMIC NICOLA GARDINI ARGUES THE CASE FOR ITS VITALITY AND VALUE, OFFERING A PERSONAL AND PASSIONATE DEFENCE OF ITS BEAUTY AND FUTURE. FROM ANCIENT WRITERS WE CAN LEARN ABOUT SUCH VITAL ASPECTS OF LIFE AS LOVE, PURPOSE, ELOQUENCE, BEAUTY AND LOSS. THESE LESSONS FROM THE PAST CAN ILLUMINATE OUR PRESENT, AND GARDINI ENCOURAGES US TO DIG TO THE ROOTS OF OUR OWN LANGUAGE TO CONSIDER HOW LATIN HAS INFLUENCED THE WAYS IN WHICH WE COMMUNICATE, THINK AND LIVE TODAY. A TIMELY REMINDER THAT NOT EVERYTHING NEEDS TO BE 'LEVERAGED', 'OPTIMISED' OR 'EFFICIENT' - SOME THINGS ENRICH OUR LIVES BY SIMPLY BEING PART OF THEM. A FORMIDABLE MIX OF HISTORY, MEMOIR AND CRITICISM, THIS IS A BEAUTIFUL LOVE LETTER TO ONE LANGUAGE THAT ULTIMATELY CELEBRATES THE VITAL POWER OF ALL LITERATURE.

ENGLISH LANGUAGE -

HOW WE COMPETE - SUZANNE BERGER 2005-12-27

"IMPRESSIVE... THIS IS AN EVIDENCE-BASED BOTTOM-UP ACCOUNT OF THE REALITIES OF GLOBALISATION. IT IS MORE VARIED, MORE SUBTLE, AND MORE SUBSTANTIAL THAN MANY OF THE POPULAR WORKS AVAILABLE ON THE SUBJECT." -- FINANCIAL TIMES BASED ON A FIVE-YEAR STUDY BY THE MIT INDUSTRIAL PERFORMANCE CENTER, HOW WE COMPETE GOES INTO THE TRENCHES OF OVER 500 INTERNATIONAL COMPANIES TO DISCOVER WHICH PRACTICES ARE SUCCEEDING IN TODAY'S GLOBAL ECONOMY, WHICH ARE FAILING -AND WHY. THERE IS A RISING FEAR IN AMERICA THAT NO JOB IS SAFE. IN INDUSTRY AFTER INDUSTRY, JOBS SEEM TO BE MOVING TO LOW-WAGE COUNTRIES IN ASIA, CENTRAL AMERICA, AND EASTERN EUROPE. PRODUCTION ONCE HANDLED ENTIRELY IN U.S. FACTORIES IS NOW BROKEN INTO PIECES AND FARMED OUT TO LOCATIONS AROUND THE WORLD. TO DISCOVER WHETHER OUR CURRENT FEARS ABOUT GLOBALIZATION ARE JUSTIFIED, SUZANNE BERGER AND A GROUP OF MIT RESEARCHERS WENT TO THE FRONT LINES, VISITING WORKPLACES AND FACTORIES AROUND THE WORLD. THEY CONDUCTED INTERVIEWS WITH MANAGERS AT MORE THAN 500 COMPANIES, ASKING QUESTIONS ABOUT WHICH PARTS OF THE MANUFACTURING PROCESS ARE CARRIED OUT IN THEIR OWN PLANTS AND WHICH ARE OUTSOURCED, WHO THEIR BIGGEST COMPETITORS ARE, AND HOW THEY PLAN TO GROW THEIR BUSINESSES. HOW WE COMPETE PRESENTS THEIR FASCINATING, AND OFTEN SURPRISING, CONCLUSIONS. BERGER AND HER TEAM EXAMINED BUSINESSES WHERE TECHNOLOGY CHANGES RAPIDLY--SUCH AS ELECTRONICS AND SOFTWARE--AS WELL AS MORE TRADITIONAL SECTORS, LIKE THE AUTOMOBILE INDUSTRY, CLOTHING, AND TEXTILE INDUSTRIES. THEY COMPARED THE STRATEGIES AND SUCCESS OF HIGH-TECH COMPANIES LIKE INTEL AND SONY, WHO MANUFACTURE THEIR PRODUCTS IN THEIR OWN PLANTS, AND CISCO AND DELL, WHO RELY PRIMARILY ON OUTSOURCING. THEY LOOKED CLOSELY AT TEXTILE AND CLOTHING TO UNCOVER WHY SOME COMPANIES, INCLUDING THE

GAP AND LIZ CLAIBORNE, CHOOSE TO OUTSOURCE PRODUCTION TO FOREIGN COUNTRIES, WHILE OTHERS, SUCH AS ZARA AND BENETTON, BASE MOST OPERATIONS AT HOME. WHAT EMERGED WAS FAR MORE COMPLICATED THAN THE BLACK-AND-WHITE PICTURE PRESENTED BY PROMOTERS AND OPPONENTS OF GLOBALIZATION. CONTRARY TO POPULAR BELIEF, CHEAP LABOR IS NOT THE ANSWER, AND THE WORLD IS NOT FLAT, AS THOMAS FRIEDMAN WOULD HAVE IT. HOW WE COMPETE SHOWS THAT THERE ARE MANY DIFFERENT WAYS TO WIN IN THE GLOBAL ECONOMY, AND THAT THE AVENUES OPEN TO AMERICAN COMPANIES ARE MUCH WIDER THAN WE EVER IMAGINED. SUZANNE BERGER IS THE RAPHAEL DORMAN AND HELEN STARBUCK PROFESSOR OF POLITICAL SCIENCE AT MIT AND DIRECTOR OF THE MIT INTERNATIONAL SCIENCE AND TECHNOLOGY INITIATIVE. SHE WAS A MEMBER OF THE MIT COMMISSION ON INDUSTRIAL PRODUCTIVITY, WHOSE REPORT MADE IN AMERICA ANALYZED WEAKNESSES AND STRENGTHS IN U.S. INDUSTRY IN THE 1980s. SHE LIVES IN BOSTON, MASSACHUSETTS.

GLOBISH THE WORLD OVER (JAPANESE) - JEAN-PAUL NERRIERE 2010-04

THE DRIVING TRENDS OF INTERNATIONAL BUSINESS IN THE 21ST CENTURY - JESSICA LICHY 2019-06-10

BASED ON ONGOING RESEARCH AT IDRAC BUSINESS SCHOOL (FRANCE) AND DRAWING FROM GUEST LECTURES AT INTERNATIONAL PARTNER UNIVERSITIES, THIS VOLUME DISCUSSES THE CHANGING LANDSCAPE OF 21ST CENTURY BUSINESS. WRITTEN BY SCHOLARS AND PRACTITIONERS ACROSS THE GLOBE, IT COVERS A NUMBER OF BUSINESS-RELATED ISSUES, RANGING FROM CONTEMPORARY CONSUMER TRENDS TO MANAGEMENT STYLES, UNDERSCORING THE NOTION OF THE GLOBAL VILLAGE AND DRAWING ATTENTION TO SUBTLE DIFFERENCES. THE BOOK WILL APPEAL TO UNDERGRADUATES, POSTGRADUATES AND MANAGERS WHO HAVE AN INTEREST IN HOW THEORIES CAN BE USED TO EXPLAIN AND IDENTIFY THE CHANGES TAKING PLACE IN THE GLOBAL, ONLINE BUSINESS ENVIRONMENT.

GILGAMESH - MICHAEL SCHMIDT 2019-09-24

REFLECTIONS ON A LOST POEM AND ITS REDISCOVERY BY CONTEMPORARY POETS GILGAMESH IS THE MOST ANCIENT LONG POEM KNOWN TO EXIST. IT IS ALSO THE NEWEST CLASSIC IN THE CANON OF WORLD LITERATURE. LOST FOR CENTURIES TO THE SANDS OF THE MIDDLE EAST BUT FOUND AGAIN IN THE 1850s, IT TELLS THE STORY OF A GREAT KING, HIS HEROISM, AND HIS EVENTUAL DEFEAT. IT IS A STORY OF MONSTERS, GODS, AND CATAclysms, AND OF INTIMATE FRIENDSHIP AND LOVE. ACCLAIMED LITERARY HISTORIAN MICHAEL SCHMIDT PROVIDES A UNIQUE MEDITATION ON THE REDISCOVERY OF GILGAMESH AND ITS PROFOUND INFLUENCE ON POETS TODAY. SCHMIDT DESCRIBES HOW THE POEM IS A WORK IN PROGRESS EVEN NOW, AN UNDERTAKING THAT HAS DRAWN ON THE TALENTS AND OBSESSIONS OF AN UNLIKELY CAST OF CHARACTERS, FROM ARCHAEOLOGISTS AND MUSEUM CURATORS TO TOMB RAIDERS AND JIHADIS. FRAGMENTS OF THE POEM, INCISED ON CLAY TABLETS, WERE SCATTERED ACROSS A HUGE EXPANSE OF DESERT WHEN IT WAS RECOVERED IN THE NINETEENTH CENTURY. THE POEM HAD TO BE REASSEMBLED, ITS LANGUAGES DECIPHERED. THE DISCOVERY OF A PRE-NOAH FLOOD STORY WAS FRONT-PAGE NEWS ON BOTH SIDES OF THE ATLANTIC, AND THE POEM'S ALLURE ONLY CONTINUES TO GROW AS ADDITIONAL CUNEIFORM TABLETS COME TO LIGHT. ITS TRANSLATION, INTERPRETATION, AND INTEGRATION ARE ONGOING. IN THIS

ILLUMINATING BOOK, SCHMIDT DISCUSSES THE SPECIAL FASCINATION GILGAMESH HOLDS FOR CONTEMPORARY POETS, ARGUING THAT PART OF ITS APPEAL IS ITS CAPTIVATING OTHERNESS. HE REFLECTS ON THE WORK OF LEADING POETS SUCH AS CHARLES OLSON, LOUIS ZUKOFSKY, AND YUSEF KOMUNYAKAA, WHOSE OWN ENCOUNTERS WITH THE POEM ARE REVELATORY, AND HE READS ITS MANY TRANSLATIONS AND EDITIONS TO BRING IT VIVIDLY TO LIFE FOR READERS.

- OLIVIER ROY 2014-01-16

OLIVIER ROY, WORLD-RENOWNED AUTHORITY ON ISLAM AND POLITICS, FINDS IN THE MODERN DISCONNECTION BETWEEN FAITH COMMUNITIES AND SOCIO-CULTURAL IDENTITIES A FERTILE SPACE FOR FUNDAMENTALISM TO GROW. INSTEAD OF FREEING THE WORLD FROM RELIGION, SECULARIZATION HAS ENCOURAGED A KIND OF HOLY IGNORANCE TO TAKE ROOT, AN ANTI-INTELLECTUALISM THAT PROMISES IMMEDIATE, EMOTIONAL ACCESS TO THE SACRED AND POSITIONS ITSELF IN DIRECT OPPOSITION TO CONTEMPORARY PAGAN CULTURE. THE SECULARIZATION OF SOCIETY WAS SUPPOSED TO FREE PEOPLE FROM RELIGION, YET INDIVIDUALS ARE CONVERTING EN MASSE TO FUNDAMENTALIST FAITHS, SUCH AS PROTESTANT EVANGELICALISM, ISLAMIC SALAFISM, AND HAREDI JUDAISM. THESE RELIGIONS EITHER RECONNECT ADHERENTS TO THEIR CULTURE THROUGH CASUAL REFERENTS, LIKE HALAL FAST FOOD, OR MAINTAIN THEIR MOMENTUM THROUGH PURIFICATION RITUALS, SUCH AS SPEAKING IN TONGUES, A PRACTICE THAT ALLOWS BELIEVERS TO UTTER A LANGUAGE THAT IS ENTIRELY THEIR OWN. INSTEAD OF A RETURN TO TRADITIONAL RELIGIOUS WORSHIP, WE ARE NOW WITNESSING THE INDIVIDUALISATION OF FAITH AND THE DISASSOCIATION OF FAITH COMMUNITIES FROM ETHNIC AND NATIONAL IDENTITIES. ROY EXPLORES THE OPTIONS NOW AVAILABLE TO POWERS THAT HOPE TO INTEGRATE OR CONTROL THESE GROUPS; AND WHETHER MARGINALISATION OR HOMOGENISATION WILL FURTHER DIVIDE BELIEVERS FROM THEIR CULTURE.

- JEAN-PAUL NERRIERE 2009

"I MUST CONGRATULATE YOU ON GLOBISH THE WORLD OVER. IT'S A PIONEERING TEXT OF GREAT IMPORTANCE, FULL OF ENTHRALLING INSIGHTS FOR NATIVE AND NON-NATIVE ENGLISH USERS ALIKE." -- ROBERT MCCRUM, AUTHOR, THE STORY OF ENGLISH AND LITERARY EDITOR, LONDON OBSERVER. GLOBISH, AS A CONCEPT, TAKES TO TASK THE WORLD HEGEMONY OF ARROGANT ENGLISH-SPEAKERS. HENCE THE LANDMARK BOOK DON'T SPEAK ENGLISH - PARLEZ GLOBISH BECAME A BEST-SELLER IN FRENCH, AND OTHER LANGUAGES, BUT IT NEVER APPEARED IN ENGLISH. GLOBISH THE WORLD OVER IS THE FIRST BOOK WRITTEN IN GLOBISH-ENGLISH. NON-NATIVE ENGLISH SPEAKERS FROM NON-ANGLOPHONE COUNTRIES USE ENGLISH BETTER BETWEEN THEMSELVES THAN WITH ANY NATIVE ENGLISH SPEAKER. GLOBISH CODIFIES THEIR VERY EFFICIENT "SIMILAR LIMITATIONS." THE WORD GLOBISH MAY STRIKE ENGLISH-SPEAKERS AS AN "ODD" WAY TO RENAME THEIR ENGLISH. HOWEVER BILLIONS OF SPEAKERS IN BRAZIL, RUSSIA, INDIA AND CHINA WILL BE THE NEW "OWNERS" OF WHAT THE WORLD IS NOW CALLING GLOBISH. THE IMPLICATIONS ARE FAR-REACHING. GLOBISH THE WORLD OVER DISCUSSES THIS PHENOMENON, AND DEMONSTRATES THAT GLOBISH - AS A DELIBERATE AND SUFFICIENT SUBSET OF ENGLISH FOR INTERNATIONAL COMMUNICATION - IS LIMITED MORE BY A PERSON'S COMMUNICATION ABILITY THAN BY MERE WORDS.

HOLY IGNORANCE

GLOBISH THE WORLD OVER