

Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application



Filesize: 4.04 MB

Reviews

A whole new e book with a brand new standpoint. I have read through and i also am certain that i am going to planning to read again yet again later on. I found out this book from my i and dad advised this pdf to learn.

(Audrey Lowe I)

ABSTRACTS OF MARKETING PHD THESES: ANALYSIS AND PEDAGOGICAL APPLICATION



GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject American Studies - Linguistics, printed single-sided, grade: 1,0, University of Vienna (Institut für Anglistik & Amerikanistik), course: Advanced Linguistics Course: Approaching ESP Texts, language: English, abstract: An abstract is an important text type of academic and scientific discourse. Basically, it is a condensed version, i.e. a concise summary or description of the content of a longer document, in particular a report of a completed scientific research presented and published, for example, in the form of journal articles, research papers, scientific presentations, as well as MA or PhD theses. Usually following set textual patterns, an abstract briefly presents the major points covered in the paper (e.g. the field, content, purposes/objectives, methods, results and conclusions of the research project), without mentioning any details.[.]In this paper, the focus is on abstracts of PhD theses in marketing.[.]As a first step of my investigative procedure, I selected the genre (i.e. marketing abstracts) and came up with a possible teaching situation (cf. chapter 3) and the potential group of learners (PhD candidates). Moreover, I decided to focus on two sets of such abstracts in order to be able to compare them and find out if there are any significant differences (mainly in terms of move structure, lexico-grammatical features and textual patterns) between abstracts that were at first written in German and then translated into English and abstracts that were originally written in English. Moreover, I found it also worth considering in which way(s) any potential differences could have an impact on the teaching situation.[.]The major work of my project paper consisted in the linguistic analysis. Lastly, I tried to apply my results to the conceived...

-  [Read Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application Online](#)
-  [Download PDF Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application](#)

Other Books



Let's Find Out!: Building Content Knowledge With Young Children

Stenhouse Publishers. Paperback. Book Condition: new. BRAND NEW, Let's Find Out!: Building Content Knowledge With Young Children, Sue Kempton, Ellin Oliver Keene, In her new book, Let's Find Out!, kindergarten teacher Susan Kempton talks about...

[Save ePub »](#)



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)



Sweet and Simple Knitting Projects: Teach Yourself: 2010

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Sweet and Simple Knitting Projects: Teach Yourself: 2010, Sally Walton, Is this the right book for me? This practical guide to knitting covers everything...

[Save ePub »](#)



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Save ePub »](#)



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now

[Download PDF »](#)



If I Were You (Science Fiction & Fantasy Short Stories Collection) (English and English Edition)

Galaxy Press. PAPERBACK. Book Condition: New. 1592123597 Brand new soft cover book. Soft cover books may show light shelf wear. Item ships within 24 hours with Free Tracking.

[Download PDF »](#)



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner

[Download PDF »](#)



Report from the Interior. Bericht aus dem Inneren, englische Ausgabe

London Faber & Faber Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 176x111x23 mm. Neuware - ' In the beginning, everything was alive. The smallest objects were endowed with beating hearts ... ' Having

[Download PDF »](#)



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality

[Download PDF »](#)