

Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application



Filesize: 8.49 MB

Reviews

This sort of ebook is everything and made me hunting ahead of time and more. I am quite late in start reading this one, but better then never. I found out this publication from my dad and i suggested this publication to discover.

(Judge Mills)

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 Neeware - 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



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read Document »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read Document »](#)



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...

[Read Document »](#)



How to Make a Free Website for Kids (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter...

[Read Document »](#)



New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks....

[Read Document »](#)



A Parent s Guide to STEM (Paperback)

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This lively, colorful guidebook provides everything you need to know

[Read Book »](#)



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your

[Read Book »](#)



Overcome Your Fear of Homeschooling with Insider Information (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****. Homeschooling: YOU CAN DO IT! If you are considering homeschooling, Overcome Your

[Read Book »](#)



ESV Study Bible, Large Print

CROSSWAY BOOKS, United States, 2014. Leather / fine binding. Book Condition: New. Large Print. 257 x 190 mm. Language: English . Brand New Book. The ESV Study Bible, Large Print edition transforms the content of

[Read Book »](#)



Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their

[Read Book »](#)