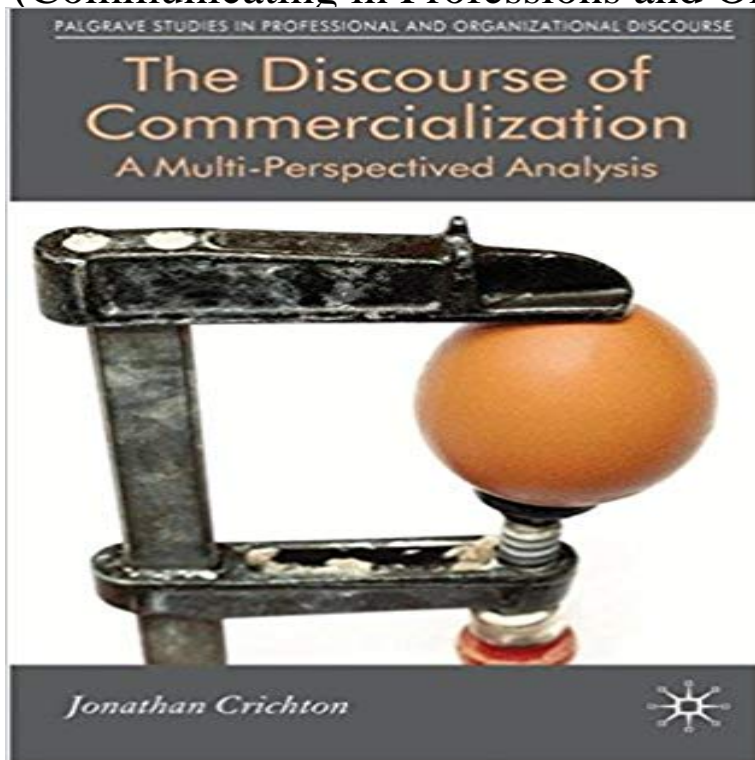


# The Discourse of Commercialization: A Multi-Perspectived Analysis (Communicating in Professions and Organizations)



The last thirty years have seen the world transformed according to market models of competition and consumption. These changes have had profound consequences across the professions in areas as diverse as education, healthcare and social services. The Discourse of Commercialization examines what it means for professionals oriented towards service provision to work within this environment. Drawing on a multi-perspectived study of English Language Teaching colleges, the book explores how teaching practices are permeated and challenged by a discourse of commercialization through which market priorities become normative in teachers professional lives. For anyone who wants to understand and address issues raised by the commercialization of professional practice with a particular focus on education, The Discourse of Commercialization provides an analysis that can inform organizational practice and change.

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