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* “Fugere and Hardaway’s book is a provocative and indispensable effort to redefine the role of speech in business. Their call for a ‘positive liberation’ in the name of argumentation serves as a useful starting point for analysts and practitioners.” * “Fugere and Hardaway clearly distinguish the linguistics of the ‘business speech’ from that of ordinary speech. And their book provides insights and instructions on how to integrate speech practices into corporate culture.” * “The authors make a compelling case that ‘business people speak like idiots’. They reveal why that is and how we can learn to avoid the pitfalls that get business people in trouble.” * “Fugere and Hardaway are in tune with a broader social conversation around working relationships, interpersonal communication and the increasing business of language. This book is a much-needed intervention to help us move

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