

Table of contents

Preface	VII
Introduction	1
<i>Guido Erreygers and Geert Jacobs</i>	
I. Critique	
CHAPTER 1	
Communication and commodification: Global economic change in sociolinguistic perspective	9
<i>Deborah Cameron</i>	
CHAPTER 2	
For-profit discourse in the nonprofit and public sectors	25
<i>Gerlinde Mautner</i>	
CHAPTER 3	
Education, discourse and the market: On the merger of two schools of applied economics	45
<i>Geert Jacobs and Katja Pelsmaekers</i>	
II. Method	
CHAPTER 4	
Headlines and cartoons in the economic press: Double grounding as a discourse supportive strategy	73
<i>Geert Brône and Kurt Feyaerts</i>	
CHAPTER 5	
Blended conceptualisation in trade flow diagrams: Rise expressions from cognitive highlighting to fictive motion, a French-Italian perspective	101
<i>Paul Sambre</i>	

CHAPTER 6	
'Models': Normative or technical? Public discourse on companies	127
<i>Chris Braecke</i>	
III. History	
CHAPTER 7	
What goes up, must come down: Images and metaphors in early macroeconomic theory	153
<i>Peter Rosner</i>	
CHAPTER 8	
Outline of a genealogy of the value of the entrepreneur	179
<i>Campbell Jones and André Spicer</i>	
CHAPTER 9	
A. R. Orage and the reception of Douglas's social credit theory	199
<i>Walter Van Trier</i>	
Name index	231
Subject index	235