



Forey, G & Lockwood, J. (eds) 2010. Globalisation, Communication and the workplace. London: Continuum.

The global developments in Information Technology Enabled Services have transformed customer service encounters which were until recently face-to-face. The major business areas of healthcare, insurance, banking and media are increasingly moving their customer processes to call centres, web based interaction, and email. ITES is set for explosive growth over the next decade, alongside being increasingly outsourced to non-English speaking destinations. The need for good English language communication skills is becoming ever more acute.

This book looks closely at interactive communication in customer-facing services, featuring the voices of both academics and those in industry. It aims to integrate the work of applied linguists, teachers, trainers and businesses. After an initial discussion on the value of research to applied training, the major issues of ITES communications are addressed with either an academic analysis being followed by a training example derived from it, or with an analysis of a workplace problem followed by a research-based solution proposal. Each section will be introduced and summarised by the editors.

The volume strikes a balance between academic discussion of language description, needs, teaching, and research with aspects of language that businesses and their trainers see as crucial. These theoretical and applied perspectives (on service

encounters that are essentially dependent on the linguistic aspects of communication since other aspects such as gesture, eye contact are absent) will open up other important avenues of research.

This volume should thus appeal to a wide readership in both academic and business training and HR departments.

Dr Gail Forey is Associate Professor at the Hong Kong Polytechnic University, Hong Kong.

Dr Jane Lockwood is the Head of the Language Centre at the Hong Kong Institute of Education, Hong Kong