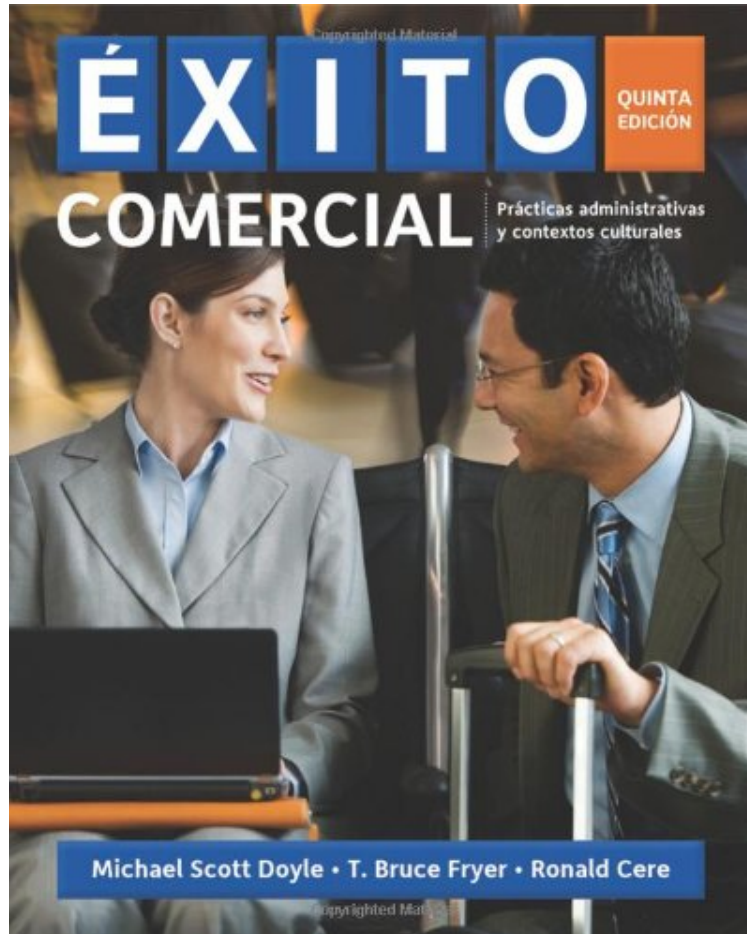


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About the Author Dr. Michael Scott Doyle (PhD, University of Virginia) is a Professor of Spanish, Business Spanish and Business Language Studies, and Translation Studies at the University of North Carolina at Charlotte. He served as a Distinguished Visiting Professor of Spanish at the United States Air Force Academy during the 2013-2014 academic year. At UNC Charlotte he chaired the Department of Foreign Languages from 1993-99. He has also served as Graduate Director, Director of the Certificate in Business Spanish, and Director of the undergraduate and graduate Certificates in Translating and Translation Studies at UNC Charlotte. He chaired the Department of Spanish and Portuguese at San Diego State University (1991-93). To date, Dr. Doyle has 87 publications (71 single-authored), among them 14 books (12 co-authored, 1 translation, and 1 guest-edited monographic volume), 4 book chapters, 35 articles and essays, 1 case study, 7 interviews, 1 edited proceedings volume, and 11 translations (short-story length). Most recently, he is the author of four articles on Business Spanish, Business Language Studies, and Language for the Professions and Specific Purposes: "Business Language Studies in the United States: On Nomenclature, Context, Theory, and Method" (The Modern Language Journal); "Business Spanish in the United States: Evolution, Method and Markets" (Cuadernos de ALDEEU); "Continuing Provisional Theoretical Cartography in the LSP Era" (Scholarship and Teaching on Languages for Specific Purposes); and "Core Didactic Thematics and Methodology in Business Spanish: Developing Leadership with Integrity as a Priority for Language for the Professions and Specific Purposes" (Hispania). He is certified by the American Translators Association (ATA) in both Spanish to English and English to Spanish translation.

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Ronald C. Cere (Ph.D., New York University) is a Professor of Spanish in Eastern Michigan University's (EMU) Language and International Trade Program and has taught Business Spanish since 1975 at various U.S. universities and for Fortune 500 companies, notably MASCO Corp. He has published numerous books, manuals, and articles for Coleccion Iberia, McGraw-Hill, Hispania, Canadian Modern Language Journal, The American Association of Teachers of Spanish and Portuguese (AATSP), and Dimensions, and has delivered over 150 presentations, seminars, and workshops nationally and internationally on commercial Spanish and other foreign language subjects, especially cross-cultural communication. Professor Cere co-chaired EMU's annual conference on Language and Communication for World Business and the Profession, was Director of the Career Division of the AATSP, organizations, such as the American Council on the Teaching of Foreign Languages, the Modern Language Association, the Southern Conference on Language Teaching, the American Association of Teachers of Spanish and Portuguese, and the Society of Training and Development.