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global marketplace, and it tries to identify their strengths and weaknesses in this respect. The very nature of this thesis is thus a truly interdisciplinary approach, investigating marketing aspects as well as linguistic factors. The

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main focus was on the language
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English has long become the
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investigate how well SMEs are prepared to meet the linguistic requirements imposed on them by global business. Enterprises in the new German states are widely believed to be disadvantaged with regard to their communicative

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prepared as their colleagues in the old German states. Still, finding their way to the new export markets in Western Europe, the Americas and Asia are vital for the survival of Saxon economy, and communicative

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competence in English as the lingua franca of international business is the major prerequisite for achieving this objective.

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language skills of the employees covering the entire range of linguistic skills from oral communication including listening and speaking, giving presentations or participating in negotiations to writing skills

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ranging from reading and writing of various text types, including media literacy. Apart from the personal linguistic competence of the employees, the corporate linguistic competence of the company also plays a major role

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