

References

American Speech-Language Hearing Association. (n.d.) Accent Modification: An Overview. Retrieved from www.asha.org/practice-portal/professional-issues/accent-modification

American Speech-Language-Hearing Association. (2016). Scope of Practice in Speech-Language Pathology. Retrieved from www.asha.org/policy

Chen, J. (2020, January 15). *Social media demographics to inform your brand's strategy in 2020*. Sprout Social. <https://sproutsocial.com/insights/new-social-media-demographics/#LI-demos>

Chakraborty, R., Schwarz, A.L., & Vaughan, P. (2019). Speech-Language Pathologists' perceptions of non-native accents: A pilot study. *Perspectives of the ASHA Special Interest Groups: SIG 17 Global Issues in Communication Sciences and Related Disorders 4 (December 2019)*, 1601-1611. doi.org/10.1044/2019_PERS-SIG17-2019-0030

Freysteinson, W.M., et al. (2017). An accent modification program. *Journal of Professional Nursing* 33, 299-304. doi.org/10.1016/j.profnurs.2016.11.003

Grogger, J., Steinmayr, A., & Winter, J. (2020 January). The wage penalty of regional accents. (NBER Working Paper No. 26719) National Bureau of Economic Research. doi.org/10.3386/w26719

McKinney, R. (2019). Here's how to do accent modification: A manual for speech-language pathologists. San Diego: Plural Publishing.

Olanrewaju, A-S., T., et al. (2020). Social media and entrepreneur research: A literature review. *International Journal of Information Management* 50 (February 2020), 90-110. doi.org/10.1016/j.ijinfomgt.2019.05.011

Shah, A. P. (2012). Accent modification for speakers with Indian accents: Speech characteristics and assessment framework. *Perspectives on Communication Disorders and Sciences in Culturally and Linguistically Diverse (CLD) Populations* 19(1) (March 2012), 12-20. doi.org/10.1044/cds19.1.12

Sikorski, L. D. (2005). Foreign accents: Suggested competencies for improving communicative pronunciation. *Seminars in Speech and Language* 26(2), 126-130. doi.org/10.1055/s-2005-871208

Westfall, C. (2018). Leadership language. Hoboken, New Jersey: John Wiley & Sons, Inc.

Wikipedia. (n.d.). *Value proposition*. Retrieved February 2, 2020 from https://en.wikipedia.org/wiki/Value_proposition