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Research on language problems can be conducted from a variety of perspectives that may cover micro issues in individual interactions (e.g. communication failures and attitudes towards languages/varieties), or macro issues concerning language policy and planning (LPP) at the (supra-)national level. However, existing research (both theoretical and practical) has been overwhelmingly on Anglophone regions (He & Dai, 2016). Against this backdrop, Kimura & Fairbrother's volume explores East Asia and Central Europe in order to better understand the interrelation between different types of language management (LM) and sheds further light on micro-macro connections.

Their book consists of four parts. Part I (Chapters 1–4) offers an overview of Language Management Theory (LMT) development and reviews major trends in LMT research at macro and micro levels. Parts II–IV document empirical research with different foci on language issues, as described below. Part II (Chapters 5–7) focuses on LM issues in contact situations, which is also a key theme in LM research in the East Asian context. Part III (Chapters 8–10) concentrates on standard varieties of language, a typical topic in Central European research. Part IV (Chapters 11–13) emphasizes the reflexive role of researchers in LM research.

Part I sketches the development of LMT from both historical and regional perspectives, with a focus on micro and macro dimensions. In Chapter 1 the editors define what a LM approach to language problems is and the necessity of such research. Jernudd, placing LMT in its historical context in Chapter 2, points out that the conceptualization of language problems has experienced a shift from national and regional issues to a focus on whose language problems they are. Fan in Chapter 3 emphasizes the key role of contact situations in LMT and the attention that has been given to such situations. This has brought about much micro-oriented and interaction-based research, with specific interest in the language issues of learners and migrants. Sherman in Chapter 4 reviews LMT research against the backdrop of rapid social and political changes in Central Europe with

particular focus on Czech. He shows that typical features of LMT research in Central Europe lie in the study of "language-related inequalities" and how traditional concerns with language cultivation have given rise to much research attempting to probe into the connections between LPP on the macro level and interactional problems on the micro level. All four chapters offer readers insights into the management of language problems from both historical and geographical perspectives.

Part II consists of three chapters that all focus on language management in contact situations in East Asia. Aikawa in Chapter 5 focuses on language management in daily English-language communication among people with different native languages and cultures in the workplace in Japan. The findings reveal that participants' inadequate identification of the source of language problems in the interaction may result in ineffective adjustment design and implementation at the institutional level. Takeda and Aikawa in Chapter 6 also concentrate on language problems at the institutional level: an academic context where overseas students discuss scientific programs in English with Japanese professors in a Japanese university. The findings indicate that students' language choices are affected by such factors as language preference and sensitivity to language proficiency, as well as their acquiescence to unequal power relationships. These two chapters offer readers practical and theoretical insights on language planning and policies in organizations (universities, corporations and government agencies): it is not enough for individuals to foster English-only language skills when encountering communication problems. Rather, other factors (e.g. critical cultural awareness) should receive more attention. Meanwhile, the importance of micro-focused investigations as a basis for macro-level decisions is emphasized. Chapter 7 by Fairbrother offers readers a classification of intertwining language management processes (diverging and intersecting processes) undertaken by multiple parties in contact situations. However, she does not define in which ways different types of management processes diverge or intersect, leaving this to future research. The latter will be a central challenge for the development of LM research. In sum, all three chapters reveal that macro-level adjustments are commonly implemented and negotiated through micro-level interactions.

Part III focuses on language problems at the (super-)national level in general and language norms in Central Europe in particular. All three chapters in this section focus on language problems relating to standard varieties and the interrelation of LM at macro and micro levels. The studies all address micro-focused management and offer readers conceptual and analytic tools for future research.

Takahashi in Chapter 8, introduces 'Language Codification Cycle Theory' (LCCT) which addresses the management of standard varieties of a language via the codification and realization of certain linguistic forms of model speakers (or

writers) in formal situations (p. 160). LCCT, he argues, can be applied to ana-lyze and clarify the processes of language standardization at any level of lan-guage structure when it comes to codification. Via this theory, he then analyses the nexus of language problem management at macro and micro levels. Chapter 9 by Dovalil addresses the processes of language standardization; interpreted in terms of LM. The author argues that standardization and de-standardization go hand in hand so that convergent (standardization) and divergent language variation practices co-exist against a background of opposing forces: weakening social norms and normative practices of language authorities in post-modern society. Therefore, the processes of language standardization are not a one-way process, for there is evidence of opposite or "alternative" processes at play, where the degree of standardization decreases. Further, Prošek in Chapter 10 examines the dynamics of standard language use in interactions between general language users and experts at a Czech language consultation service. Many examples are given to show how "correct" language forms are kept, negotiated and contested, clearly demonstrating how organized management at the macro level is con-ducted through discourse in micro-level interactions.

Chapters in Part IV all focus on the researchers' role in LM research, a rarely examined topic in the field. Taking a reflexive stance, their roles can be under-stood either as being an obstacle to the underlying management processes that arise on different levels or a bridge between micro and macro dimensions. For example, Saruhashi in Chapter 11 points out that researchers' different percep-tions of marriage impeded the management of a conversation when the author analyzed "the interactions in life story interviews with the first generation *Zainichi* Korean women" (p. 23). The author found that the interviewer's lack of knowledge of the interviewee's lived experience resulted in dissonance in their interview; therefore, the author concluded that post-hoc micro analyses of the interview could usefully serve as a 'self-check' for researchers, revealing their hid-den misconceptions and outlook. Further, Kimura (Chapter 12) investigates the role of researchers as a link between the different agents who manage language problems at various social levels. Many examples are provided to show how researchers have reported their research findings to LM decision-makers in gov-ernment agencies and institutions and serve to bridge the gap between decision makers and language users. As such LMT researchers are empowered to involve themselves more in public management. Finally, as an epilogue, Kimura and Fair-brother (Chapter 13) reflexively re-examine the entire book and highlight the micro-macro continuum of LM in each chapter; they also emphasize the poten-tial for future applications of the LMT paradigm in language management. They reconsider the underlying reasons for the application of LMT to different geo-graphic areas, re-examine the model for the LM process (norms →noting →evalu-

ation → adjustment/action design →implementation →post-implementation), and re-emphasize the importance of cross-dimensional analysis.

This book makes a number of key arguments about LMT. Firstly, since the beginning of the 21st century, LMT, has witnessed a shift from being a theoretical construct to an analytic framework via the examination of specific language issues or problems in the field of LPP. The research paradigm has changed from taking a macro perspective i.e. from how a (super-)nation plans its language policy to a micro perspective – to what and whose language issues/problems are at stake and how the issues/problems should be handled. Secondly, this book offers readers an "analytical maxim": if we hope to learn more about what we perceive as macro processes in language management, we have to consider the micro dimensions and if we intend to understand micro processes, we have to rely on broader macro-focused dimensions. In both directions, micro and macro are relative concepts on a continuum. LM researchers in this book have focused much on the macro-micro continuum with special attention to the role that a micro perspective may play in the elaboration and implementation of language policies. They hold that language planning at the macro level should start with language problems and issues at the micro level and attention should be paid to the dialectical relationship between simple management and organized management (see also Nekvapil & Sherman, 2015; Patrick NG Chin Leong, 2017; Liu, Wang & Zhao, 2020). Thirdly, in terms of methodology, authors have followed a bottom-up approach, i.e. specific language issues arising from interactions in contact situations, thereby positioning themselves within more recent post-modern paradigms (Fairbrother, Nekvapil, & Sloboda, 2018).

However, only two geographic regions (East Asia and Central Europe) are discussed in this book and it is not known to what extent the research paradigms and findings may be more broadly applicable to other regions. Limitations notwithstanding, this volume is still interesting both to scholars of LPP in general who pay attention to the macro processes of the state level and beyond and to researchers of LMT in particular who are "concerned with language-related issues at any point on the micro-macro spectrum" (p. 265).

Funding

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