

Marketing Metaphoria: What Deep Metaphors Reveal About The Minds Of Consumers

By Gerald Zaltman



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Gerald Zaltman is the Joseph C. Wilson co-authored with Lindsay Zaltman, is Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers

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Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers have successfully leveraged deep metaphors to solve their marketing problems.

<http://www.hbs.edu/news/releases/Pages/zaltmanmetaphoria.aspx>

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MLA Zaltman, Gerald, and Lindsay H Zaltman. Marketing Metaphoria : What Seven
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For instance, I would not want to take a poor product and try to use a deep metaphor to spin its marketing. Marketing Metaphoria cites him quite a bit,
<http://www.uxmatters.com/mt/archives/2008/10/the-magic-of-metaphor.php>

Feb 21, 2010 While reading Gerald Zaltman and Lindsay Zaltman s Marketing Metaphoria: What deep metaphors reveal about the minds of consumers, (MM), I recalled a
<http://www.resilience.org/stories/2010-02-22/widening-gyre-social-marketing-meets-peak-oil-book-review>

ASAE represents more than 21,000 association executives and industry partners and trained researchers draw deep metaphors from Marketing Metaphoria
<http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=36280>

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Through deep metaphors, I m convinced that now is the time for practitioners to rewrite the principles of marketing. Marketing Metaphoria transforms
<http://marketingmetaphoria.com/>

This web site began when I found Gerald and Lindsay Zaltman s book, Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers.
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while reading Marketing Metaphoria by Gerald Zaltman and a sense of connection is an example of a deep metaphor that the Zaltmans discuss Deep Metaphors.

<http://skilfulminds.com/2008/12/01/deep-metaphor-exploring-the-say-mean-gap-in-design-research/>

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