

Marketing Metaphoria: What Deep Metaphors Reveal About the Minds of Consumers

Gerald Zaltman, Lindsay H. Zaltman
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Gerald Zaltman, Lindsay H. Zaltman : Marketing Metaphoria: What Deep Metaphors Reveal About the Minds of Consumers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Metaphoria: What Deep Metaphors Reveal About the Minds of Consumers:

0 of 0 people found the following review helpful. The 7 deep metaphors are metaphors so not truly "deep" by definition. "Resource" is one two many its essence is control. ThereBy robyn wishartThe 7 "deep metaphors" are

subject metaphors so not truly "deep" by definition. "Resource" is at its essence "control". There is no cognitive neuroscience in the book of any practical purpose. I choose this rank because classifying what people say into 7 categories does little or nothing to assist in the generation of a metaphor or any appreciation of the power of metaphor. If the book really wanted to teach you something they would share with you the questions they ask in the two hour interviews after the images are clipped and why. You can break anything and everything down to something so this book is very poor in relation to the work of others in this field.6 of 6 people found the following review helpful. A Resource to Transform Your ThinkingBy Michael McCarthyBy way of full disclosure, I was a graduate assistant for Jerry Zaltman when he was a Professor at the University of Pittsburgh. Naturally, I've followed Jerry's many publications for these past 20 years and have never found the time I've invested in reading his latest ideas less than incredibly worthwhile. Interestingly, I bought this book based solely on the title and my expectation that it would be full of new ideas and insights about how using metaphors in marketing tactics would influence consumer behavior. While this book does cover material related to that sort of thing, it really covers so much more. The first two chapters on thinking deeply, "Workable Wondering" and focusing on consumer similarities set the stage for how to take the insights and ideas from the next 7 chapters (one per each deep metaphor) and incorporate them into your own thinking. The last chapter ties things together and presents a number of ideas for how Deep Metaphors may influence a number of marketing strategies and tactics. This book is written to stimulate your thinking about how Deep Metaphors apply in many areas of marketing and consumer behavior. It doesn't present a list of "to dos" or lay out a plan of action that you should follow. Instead, you'll find yourself seeing what you, your consumers and your competitors do in a new light.0 of 0 people found the following review helpful. Deep content for marketersBy John MorganThis book covers some areas of marketing that are rarely, if ever, talked about. I found myself taking notes and found the stories in the book to be very interesting. The authors have clearly done their homework on this topic and you'll come away with a lot of insights. The only thing I wish they had done was layout better action steps. The information is great and if you know what to do with it then you'll be very glad you read this book.

Why do advertising campaigns and new products often fail? Why do consumers feel that companies don't understand their needs? Because marketers themselves don't think deeply about consumers' innermost thoughts and feelings. Marketing Metaphoria is a groundbreaking book that reveals how to overcome this "depth deficit" and find the universal drivers of human behavior so vital to a firm's success. Marketing Metaphoria reveals the powerful unconscious viewing lenses--called "deep metaphors"-- that shape what people think, hear, say, and do. Drawing on thousands of one-on-one interviews in more than thirty countries, Gerald Zaltman and Lindsay Zaltman describe how some of the world's most successful companies as well as small firms, not-for-profits, and social enterprises have successfully leveraged deep metaphors to solve a wide variety of marketing problems. Marketing Metaphoria should convince you that everything consumers think and do is influenced at unconscious levels--and it will give you access to those deeper levels of thinking.

Customers are harder to pin down than we think and they must be listened to more carefully. For that insight alone, this book should be welcomed. --The Financial Times, May 22, 2008 For marketing managers who are interested in thinking deeply about their products/brands and their relationship with their customers, this book is a must buy. --AMA Book , June 25, 2008 About the Author Gerald Zaltman is an emeritus professor at the Harvard Business School, and recipient of numerous awards for his contributions to marketing thought and practice. He has served on the Advisory Board of Harvard's "Mind, Brain, and Behavior Initiative." Lindsay Zaltman is Managing Director at Olson Zaltman Associates. His work has been cited in such publications as the New York Times, Fast Company, Business 2.0, and Variety. He has lectured extensively at various Fortune 500 companies and conferences.