



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

By Gerald Zaltman, Lindsay H. Zaltman

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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.

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Review

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 Review, 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.

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