



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

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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