



I is an Other: The Secret Life of Metaphor and How it Shapes the Way We See the World

By James Geary

HarperCollins Publishers Inc, United States, 2012. Paperback. Book Condition: New. Reprint. 204 x 136 mm. Language: English . Brand New Book. It is the East, and Juliet is the sun! This is one of Shakespeare's most famous lines and one of the most well-known metaphors in literature. But metaphor is much more than a mere literary device employed by love-struck poets when they refer to their girlfriends as interstellar masses of incandescent gas. It is also intensely yet inconspicuously present in everything from ordinary conversation and commercial messaging to news reports and political speeches. Metaphor is at work in all fields of human endeavor, including economics, business, science, and psychology. In *I is an Other*, James Geary takes readers from Aristotle's investigation of metaphor right up to the latest neuroscientific insights into how metaphor works in the brain. Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the...



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