

Marketing Metaphors And Metamorphosis

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Abstract. This book is an extension to a trilogy beginning with The Future of Marketing (2003), followed by The Rhetoric and Reality of Marketing: an International Managerial Approach (2003), and then Marketing Mind Prints (2005).

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Professor Kitchen is a highly respected and influential name in the marketing world and conducts a fine range of contributors who bring entertaining and weighty insights from a variety of angles. Very apt at the moment when, following the collapse of world markets on the back of an authenticity crisis, these notable names dissect the meaning of metaphor and its place in the pantheon of modern ...

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