

1. Record Nr.	UNINA9910157810403321
Titolo	Mapping English metaphor through time / / Wendy Anderson, Ellen Bramwell, and Carole Hough [[electronic resource]]
Pubbl/distr/stampa	Oxford : , : Oxford University Press, , 2016
ISBN	0-19-180582-3
Edizione	[First edition.]
Descrizione fisica	1 online resource
Disciplina	420.143
Soggetti	English language - Semantics English language - Semantics, Historical Metaphor Conference papers and proceedings. History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2016.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: The pursuit of metaphors / Andrew Prescott -- The metaphorical landscape / Carole Hough -- Metaphorical beasts in the history of English / Judith Paterson -- Plants as metaphorical headgear in English / Carole P. Biggam -- Food as a fruitful source of metaphor / Christian Kay -- Morbid curiosity and metaphors of death in the history of English / Beth Ralston -- The metaphorical qualities of cool, clear and clashing colours / Rachael Hamilton -- Waves of excitement, waves of metaphor / Wendy Anderson -- Metaphors of religious anxiety in Early Modern England / Kenneth Austin -- Madness, sanity, and metaphor / Ellen Bramwell -- The importance of Old English head / Antonette diPaolo Healey -- The metaphorical understanding of power and authority / Marc Alexander -- The dehumanized thief / Fraser Dallachy -- Metaphors of weapons and armour through time / Daria Izdebska -- Silent reading / Jane Roberts -- The case of address terms / Irma Taavitsainen -- Appendix: Mapping metaphor categories.
Sommario/riassunto	This volume offers an empirical and diachronic investigation of the foundations and nature of metaphor in English, based on evidence from 'The Historical Thesaurus of English'. It offers case studies of a number of semantic domains and provides a significant step forward in the

2. Record Nr.	UNINA9910298165403321
Autore	Getty Paul M.
Titolo	The 12 Magic Slides : Secrets for Raising Growth Capital / / by Paul M. Getty
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2014
ISBN	9781430264859 1430264853
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (XVI, 244 p. 40 illus.)
Disciplina	650
Soggetti	Business Management science Business and Management, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"How to Wow VCs, Angels, and Institutional Investors"--Cover. Includes index.
Sommario/riassunto	Author Paul Getty has seen thousands of brilliant founding CEOs present to angel investors, venture capitalists, and institutional investors. And he has seen thousands of them fail in their quest for the money they sincerely believed would lead to entrepreneurial success and riches for all. Again and again, he watched would-be tech titans fail to create a good first impression, deliver poor presentations, tell lengthy stories that put investors to sleep, and fail to address the critical issues sophisticated investors are most eager to hear about. If only they'd read The Twelve Magic Slides: Insider Secrets for Raising Growth Capital. Getty's slide topics—developed while coaching hundreds of company founders to fundraising success—cover each of the twelve key themes investors want to know about in depth before they part with their hard-earned money: the problem you see, your solution to it, the resulting business opportunity, the amount of money you need to grow the firm, and the potential returns for investors,

among others. Getty, managing director of Satwik Capital Advisors in San Jose, California, shows that properly developing each slide—and the thinking behind it—can get you the investment capital required to vault your company to the next level. But *The Twelve Magic Slides* is more than a book about how raise money from professional investors. It presents a whole new way of how to think about and develop a successful startup. Regardless, it will show you better ways to accomplish your goals and increase the chances you'll get the green light from investors. Whether you are seeking startup funding from the angel down the street, or trying to convince investment bankers to help take you public, *The Twelve Magic Slides* provides a clear step-by-step process that will enable you to: Identify the key elements of the business that must be developed to attract external capital Understand the critical dos and don'ts CEOs must know to sell their story to investors in a quick and efficient manner Create twelve perfect slides and a presentation that secures investor interest from the start and gives them plenty of reasons to write you a check You need to find money to fund your company's growth. Investors need to find entrepreneurs and ideas they can believe in. *The Twelve Magic Slides* presents a proven method for attracting funds from angel investors, venture capital firms, private equity firms, and institutional investors. It will give you the knowledge and confidence you need to ask for—and receive—the capital you need to launch or grow a business.
