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Titolo	Metaphor and mills [[electronic resource] ] : figurative language in business and economics / / edited by Honesto Herrera-Soler, Michael White
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Descrizione fisica	1 online resource (338 p.)
Collana	Applications of Cognitive Linguistics [ACL] ; ; 19 Applications of cognitive linguistics, , 1861-4078 ; ; 19
Altri autori (Persone)	Herrera SolerHonesto <1945-> WhiteMichael <1946->
Disciplina	808.032
Soggetti	Metaphor Figures of speech Economics - Language Business - Language Interdisciplinary approach to knowledge Electronic books.
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	section I. Metaphor in economic theory and in economics as an academic discipline -- section II. Cultural filters in contrastive studies -- section III. Metaphor in the economy and business in practice.
Sommario/riassunto	While the role of metaphor in economics and business has produced multiple research articles, no comprehensive book-length study has yet appeared. The present book is a timely attempt to fill this gap, giving a global coverage of the role of metaphor in business and economics. It spans time (from Classical Greece to the current business network meeting-room), space (from Europe through the Americas to Asia), cultures and languages (from continental European languages, Brazilian Portuguese to Chinese). The theoretical grounding of the book is the Conceptual Theory of Metaphor taken in a dynamic sense as evolving

with on-going research. The theory is thus used, adapted and refined in accordance with the evidence provided. Metaphor is shown to be theory constitutive in the elaboration of economic thinking down through the ages while, at the same time, the emphasis on evidence open to historical, cross-cultural and cross-linguistic considerations align with the current notion of situatedness. The book is a rich source of information for researchers and students in the fields of Metaphor Studies, Economics, Discourse Analysis, and Communication Studies, among others.

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