

Metaphor And Mills

[DOWNLOAD HERE](#)

While the role of metaphor in economics and business is substantiated in multiple research articles no comprehensive book-length study has appeared. The book gives a comprehensive overview of the field and detailed studies on its main branches - metaphor in economic theory and history, in the introduction of coinage and in business contexts and practices. The global perspective of world-wide researchers, spanning different languages and cultures, provides a wealth of information, placing existing research within a consistent and coherent perspective and opening up new vistas. Honesto Herrera-Soler and Michael White, Universidad Complutense, Madrid, Spain. EAN/ISBN : 9783110274585 Publisher(s): De Gruyter, De Gruyter Mouton Discussed keywords: Metaphorik (Sprachwissenschaft) Format: ePub/PDF Author(s): Herrera Soler, Honesto - White, Michael

[DOWNLOAD HERE](#)

Similar manuals: