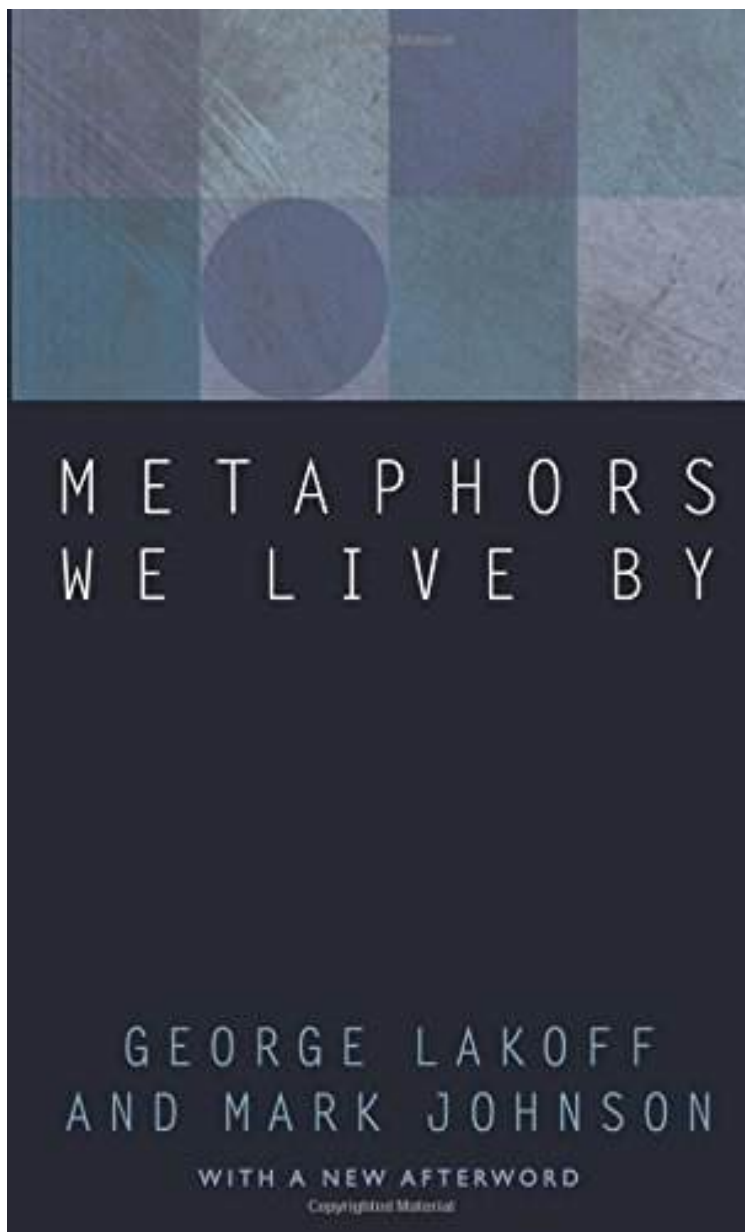


## Metaphors We Live By

By George Lakoff, Mark Johnson

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common speech examples of metaphors most of us think of a metaphor as a device used in songs or poems only and that it has nothing to do with our everyday life weve all seen lists of great screen kisses great car chases great fight scenes theyre easy to appreciate and perhaps thats why they get all the attention now **review** quot;all theories of organisation and management are based on implicit images or metaphors that persuade us to see understand and its easy to assume that the seat of human intelligence is similar to our increasingly smart devices but that idea could be misdirecting neuroscience

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