



I is an Other: The Secret Life of Metaphor and How it Shapes the Way We See the World

By James Geary

HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, I is an Other: The Secret Life of Metaphor and How it Shapes the Way We See the World, James Geary, According to "New York Times" bestselling author James Geary, Elvis Presley was more than just a rock star - he was also a master at metaphor. But as Geary posits in this lively and informative book on one of our most basic forms of language, metaphor does more than provide a good chorus for us to dance to. It also wholly forms how people look at and experience the world and drives invention and creativity. Although most people would assume that metaphor's only place of influence is in literature and song, as Geary argues, metaphors are found in all aspects of life from economics to neuroscience to advertising. The unusual title actually comes from Arthur Rimbaud - a man who would go on to become a businessman, financier, and explorer in the 19th century, but started out humbly as a poet. For him, metaphor was the basis of poetry and in its most simple terms, he stated, metaphor is when I is an other - a simple equation to show...



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In this brilliant book about metaphor James Geary is no less astonishing, as he deciphers the subtle implications embedded in advertising slogans, familiar slang and government double-talk. You'll scarf down every page of *I Is an Other* and then ask for more. —Michael Dirda, Pulitzer Prize-winning critic and author of *Book by Book* and *Classics for Pleasure*

For lovers of language and fans of *Blink* and *Freakonomics*, New York Times bestselling author James Geary offers this fascinating look at metaphors and their influence in every aspect of our lives, from art to medicine, psychology to the way we perceive our world, how we think, and how we act. We are all hugely influenced by metaphors. Sometimes this influence is obvious, but it can also happen well below the radar of our consciousness. Humans are highly suggestible, capable of being "primed" to react in certain ways, whether it's through framing by subtle nuances of language, or by the less subtle manipulation of metaphor engaged in by politicians, marketers, or anyone else trying to elicit a particular emotional response. Geary traces the role of metaphor across all of the domains indicated in the chapter headings. Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the way a person interacts with the world. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of our stream of consciousness. This book will open readers' eyes to the secret life of metaphor and its role in swinging elections, moving markets, and powerfully influencing daily life.