



More than Cool Reason: A Field Guide to Poetic Metaphor

By George Lakoff, Mark Turner



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"The authors restore metaphor to our lives by showing us that it's never gone away. We've merely been taught to talk as if it had: as though weather maps were more 'real' than the breath of autumn; as though, for that matter, Reason was really 'cool.' What we're saying whenever we say is a theme this book illumines for anyone attentive." — Hugh Kenner, Johns Hopkins University

"In this bold and powerful book, Lakoff and Turner continue their use of metaphor to show how our minds get hold of the world. They have achieved nothing less than a postmodern Understanding Poetry, a new way of reading and teaching that makes poetry again important." — Norman Holland, University of Florida

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Editorial Review

About the Author

George Lakoff is Distinguished Professor of Cognitive Science and Linguistics at the University of California, Berkeley. He is the author or coauthor of numerous books.

Mark Turner is Institute Professor and professor of cognitive science at Case Western Reserve University and the founding director of the Cognitive Science Network.

Users Review

From reader reviews:

William Riser:

Spent a free time and energy to be fun activity to complete! A lot of people spent their free time with their family, or their own friends. Usually they undertaking activity like watching television, planning to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Will you something different to fill your personal free time/ holiday? Could possibly be reading a book could be option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the e-book untitled More than Cool Reason: A Field Guide to Poetic Metaphor can be fine book to read. May be it is usually best activity to you.

Richard Stratton:

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Wayne Kong:

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