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## I am poem examples with metaphors

POEMS syndrome is a rare blood disease that damages various body systems, including the immune system, resulting in abnormal cell production and irregular antibody behavior. Chronic conditions can be life-threatening, but symptoms can be treated with medication, medication and therapy. POEMS syndrome is a paraneoplastic disorder, a disease signified by abnormal response of the immune system to cancerous tumors. A healthy immune system produces a protein called antibodies in response to anything foreign in the bloodstream, including bacteria and viruses. However, in paraneoplastic disorders, white blood cells produce antibodies that attack healthy cells. Paraneoplastic disorders are most commonly combined with malignant diseases such as cancer. enot-poloskun / Getty Images This rare disease attacks the blood and nervous system, causing overproduction of mature B lymphocytes or plasma cells, resulting in the release of the protein M.M antibody protein protein, which is generally unnecessary for immune system function, attacking healthy cells in the nervous system and damaging various organ systems. POEMS stands for symptomatic type of stem state: PolyneuropathyOrganomegalyEndocrinopathyMonoclonal gammopathySkin luismmolina state / Getty Images People with POEMS syndrome often experience polyneuropathy or damage to the peripheral nervous system, which lies outside the central nervous system and conveys information about the decria and motor to and from the brain and nerves. This nerve damage results in sensations and movements that are not sensations. People with polineuropathy may experience numbness, tingling, and weakness that begins in the legs which, if left un treated, move up to the arms and legs. Jan-Otto/Getty Images Organomegaly is an enlargement of internal organs; in the case of POEMS syndrome, the liver and spleen are most commonly detected. This disorder can also lead to swelling of the lymphony nod. Organomegaly often results in a variety of symptoms, including abdominal pain, loya, and fatigue. Choja syndrome/Getty Images POEMS can also lead to disorders in the endocrine system, causing abnormal levels of hormones in the bloodstream. The development of diabetes is often the most common endocrinopathy. Hypothyroidism and poor function of the adrenal glands may also apply. Ovari is damaged in women and the test in men is free. Mladen Sladojevic/Getty Images Monoclonal gammopathies are characterized by the growth of plasma cells in the bone. Excessive cells can develop into neoplasms, tumors containing plasma in the bones, as well as sclerotic bone wounds. Plasma overgrowth also leads to overproduction of the M protein, an antibody responsible for damage to cells and internal organs POEMS. Fly\_dragonfly/Getty Images POEMS syndrome can lead to a variety of skin abnormalities, such as (dark) or thicken the skin. Excessive sweating and hair growth, especially on the face and legs, may also result. This condition can also cause the growth of blood vessels that leave deep red blotches on the skin, although these symptoms are rare. Koldunov/Getty Images Experts are uncertain why the immune system sometimes produces too many plasma cells and M protein antibodies. There is evidence of a link between POEMS syndrome and overproduction of vascular endothelial growth factors (VEGF). VEGF plays an important role in the development and reformation of endothelium, the cells of the lining of the blood vessels. A causal link between the syndrome and the high cytokine stage may also exist. Cytokines are communicator cells that help in immune response and inflammation. Thinkhubstudio/Getty Images If a doctor suspects POEMS syndrome, he or she will perform a physical examination, symptom check, and patient history. A series of diagnostic tests can confirm the disorder. They may include looking for high levels of certain hormones and proteins in the blood or urine and evidence of abnormal bone growth and enlarged organs through examinations. Bone tissue biopsies can look for abnormal plasma cells. The presence of immunological abnormalities confirms the diagnosis, including evidence of M and VEGF proteins. bluecinema/Getty Images Treating POEMS Syndrome involves addressing basic paraneoplastic disorders and providing symptom relief. Chemotherapy or radiation therapy destroys excessive plasma cells. Drugs can relieve swelling, and hormone replacement therapy increases endocrine abnormalities. Physical therapy can help manage the symptoms associated with polineuropathy. With proper care and therapy, people with POEMS syndrome can lead a normal and healthy life. Mark Kostich/Getty Images Cancer goes - go away from meI don't want to look for you - hides inside my bodyGo away from here, it's not homePlease you go looking for a new place you can roamMaybe in the meadow or big-edged ol' dirtJust distance yourself from people I don't want you to hurt Ya want to live - I don't want to die Happy to protect my baby because I hate to see her tantric born to be her mother, born to raise her plans tool to be here longer at least 'til she's a mother tool want to recognize her children and be there for them andOh I hate to say it, but you belong in HellCancer distance yourself, I am stronger than you think am with others who believe in the power of pinkAll we together form a very strong bond you will see you will not defeat me but I am happy to set you freeI all the power that I just need to keep meCancer away from my family's brain-Suzette Jerry Zaitman is all over the place. One lobe has overflowed onto a

bookshelf rack, another has exploded into a falling picture frame, and a rod is interred under the edge of a half-read manuscript. She's not pretty pretty, there is hope. Zaltman eased himself from his seat and began to regain pieces – a plastic part of the human brain-sized model. He glances at every lump of the brain and then, in a blur, easily reinstalls his entire thing. In the ants, he gets the brain back together again. He pauses. And for a while, he understands it. Tenderly, Jerry Zaltman holds the human brain. That's why some of the biggest and richest companies on the planet have gone to The Harvard Business School offices scattered to rethink everything they know about marketing. Marketing is a luxury of progress. It is only necessary in a culture that largely meets the basic human needs. Homelessness and hungry are still among us, but today most Americans have little trouble getting the basics: Their world is marked by an oversupply in almost every category, from cars to hedge bars. The average American supermarket is stuffed with 30,000 different items. Since 1980, the number of products launched each year has tripled; in 1996 alone, the company introduced approximately 17,000 new products. For sellers, this reality is scary: How do I stand out? For buyers, it's confusing: How do I get what I want, when I want to? For Zaltman, some discipline, and a handful of forward-thinking companies, it's an opportunity to reinvent marketing. The problem, Zaltman says, is that our knowledge of what we need lies so embedded in our brain that it is rarely the surface. Our native tongue is powerless to call it from hiding; second language, more obviously necessary. But some people who talk to us on the market even know that this second language exists - let alone how to speak. A lot happens in our minds that we are not aware of, Zaltman said. Most of what affects what we say and do happens below the level of consciousness. That's why we need new techniques: to get hidden knowledge - to get what people don't know they know. Zaltman created perhaps the most powerful of this method. He calls it the Metaphor Zaltman Elicitation Techniques - this self-describing act of ego. But for many, U.S. Patent Number 5,436,830 (a technique for interconnected builds that affects thought and behavior) is known as ZMET. This method combines neurobiology, psychoanalitics, linguistics, and art theories to try to dismantle mental models that guide consumer behavior - to illuminate the dark shadows of the customer's brain. It is a bilingual phrase book that can downsize the linguistic gap between the targeter and the In another sense, in an attempt to suffocate the hieroglyphics that choke on the walls of our mind - our emotions, feelings, and fears - ZMET may be Rosetta Stone's new economy. The truth about Panty HoseYou doesn't need to be a neuroscience expert to get your mind around the panty hos. Women's stockings One form of nylon-based atrocities: They are hot, uncomfortable, and prone to running at the worst possible times. Conventional research tells us that women mostly hate wearing panty hoses, said Glenda Green, market research manager at DuPont, which manufactures fiber for female hosiery. We did incredible research - phone interviews, intercept interviews of shopping centers, everything you can think of. But she's not convinced that the company really understands what's fascinated in women's minds: we think there's this dimension that we're missing. To test Green's suspicions, Zaltman chose 20 panty-hose-wearing women to be Z-metted. This process begins, as always, with the question: What are your thoughts and feelings about buying and wearing a panty hose? To answer the question, women enacted ZMET's next step: They collected a dozen photos from magazines, catalogues, and family photo albums that captured their thoughts and feelings about the product. The women found images of steel bands of stirring trees, twin phone straps, and fence posts included in tight plastic packaging – not too hard to figure out. But they also opted for a picture of two African masks hanging over exposed walls, ice-spiced sundaes spilled on the ground, luxury cars, and flowers resting peacefully in a corner. HmMMM.A week later, after the images were simmering in every woman's consciousness, the subject discussed each picture during an intense two-hour session with one of the interviewers-cum-trained millman therapists. Then, with the help of technicians using Adobe Photoshop, participants created a collage of their thoughts and feelings about panty hosts - an artwork that doubled as a window into their minds. Discovery: Yes, women do hatred wearing panty hoses. But it's more complicated than that. It's not that women have a love-hate relationship with nylons. Instead, they have a relationship like hate. We got the intensity, texture, and depth that we never allocated from other studies, green recalls. This is the first time we hear positive things that we can act on. For example, the woman who chose the image of a fence post included in a plastic wrap also opted for a picture of a flower vase: Wearing a product makes her feel thin and tall. Sundae ice cream represents embarrassment caused by stockings running; expensive car, fancy feeling. The last collage of a woman photographs a cookie cutter wrapped in a garden hose, and set against a backdrop of silk dresses - compliance and discomfort on the field of elegance. The images also brought out the isolation associated with sexual issues, Green Back. The women would say, 'They made my legs feel longer.' Why is it important to have long legs? 'Guys love long legs.' Why do men love long legs? 'They're sexy.' eventually women will say they want to feel sexy to men. You don't get that in a straight interview. These findings led producers and hosiery retailers to change their advertising to include not only images of supercompetent career women but also sexy images and excitement - even when presenting products to women career supercompetent. Inspired by Green's findings, one hosiery maker began included in each small card package decorated with yin-which symbols on one side (to emphasize duality like hate) and personalized quotes on the other (to send understanding and caring messages). It's a bit of a female authentication card, says Green.Market Research by BookIfs \$3.9 billion market research industry is a book. ZMET will open chapter three. Chapter one began in the 1930s, when newspapers and magazines launched public opinion polls - first to predict the election, then to measure sentiment on other topics. As statisticians and demographics refine their techniques, companies start building a lot of their marketing on survey research. Ask people what they think, catalogue their responses, tally them, slice the data this way and that, and – voila! - you're in the customer's head. But the numbers have their limitations, the targeter found. Start chapter two: Qualitative research - whose impact on market research traces back to 1941, when Columbia University sociologist Robert Merton ran the first focus group. Since then, a variety of new qualitative techniques have burst onto the scene: in-depth interviews, observations of participants (watching Billy play with new toys from behind a one-way mirror), ethnographic research (moving with the Jones family and recording their diurnal habits, such as Margaret Mead in New Guinea), and projective techniques (If this shampoo is a dog But with more products filling store shelves, and with the Internet creating an altogether new way to reach customers, companies have grown rest with the most innovative qualitative techniques. Zaltman thinks he knows why: Market researchers don't understand the human brain, and they speak the wrong language. Cognitive scientists have learned that humans think in images, not in words. But most market research uses words, not images: It depends on surveys, questionnaires, and focus groups. Sociolinguists know that most communication is nonverbal. But most of the research tools are, because Zaltman puts it, because Zaltman puts it, verbocentric. Poets and psychiatrists understand that metaphors - looking at one thing in terms of the other - are central to thinking and important expose the needs and emotions sharply. But most marketers are so caught up in literally, they ignore the metaphor. People can only give us what we give them the opportunity to prepare, Zaltman said. To the extent we are stimulus – whether the discussion guide in focus groups or questions in a survey - everyone can do is respond. And there's value in that. But I see them as strip mining techniques, says Zaltman, deployment – what else? – metaphor. Sometimes precious ore is on the surface. But often it's not. Strip mining techniques are not suitable when there is a lot of deeper depth to be held. Typically, the deeper you go, the more value there. &amp;Chocolate Clock: Dog SafetyBite into a crispy nestle bar, and you immediately enjoy milk chocolate and crispy rice. It takes a more sophisticated palate to taste the metaphor. When he used ZMET to investigate the attitude of 10 Nestle Crunch fans, Zaltman first dismantled what you expected. Through their photographs and Photoshop collages, the subjects reveal that they view the candy bar as a small clever in a busy world, a quick source of energy, and something that just tasted goodness. But as Zaltman mentioned deeper, he dismantled the surprise. The Nestle Crunch bar turned out to be a very strong time icon, Zaltman said. The company never realized that before. The subject brought in photos of old pickup trucks, children playing on gated suburban grass pickets, grandfather hours, snow, and American flags. Candy bars enact strong memories of childhood, a simpler time. It is less of a work-me-up day intake than a time machine back to childhood. At the very least, Zaltman says, Nestle finds that signals about time can be very interesting - whether it's jamglasses or hours or sepi paintings on the walls. It can be a very small item, but you know that the eyes will be directed towards it. While Nestle learned something new about an already old product, Motorola learned something unexpected about her unborn product. Late last year, the company was reviewing how to market a new security system. Hoping to understand the product metaphor section, some managers use ZMET to ask, How do prospective customers feel when they are safe and when they are not safe? Then, the same drill as usual: pictures, interviews, artwork. I shook the pieces with how very deep and drawn those pictures, said Wini Schaeffer, the Motorola manager involved in the project. What images the subject chooses? Dog. A lot of them. Interviews reveal that canines represent comfort and safety: a feeling of protection that comes from knowing that loyal animals are looking for them. These findings can have huge implications for how the product is placed – less gizmo technology, more as a friend – and for how it's named: Don't call it The Talkatron. Call him, tell him, The Watchdog. I can't imagine that a review of the investigation would reveal that, Schaeffer said. In this method, there is aha. You got got to questions you never thought of asking. Thinking Across the borders of metaphorical land, Jerry Zaltman was an evangelist, loping nationwide to spread the gospel of ZMET. In recent months, he travelled to Atlanta to advise Coca-Cola and to Cincinnati to negotiate with Proctor & Gamble. But the mother's church was on the campus of harvard Business School, in a suite that resembles a doctor's office: a place called Looking At The Voice of Customer Labs. After eyeing Zaltman from the University of Pittsburgh in 1991, Harvard agreed to help fund the site and fill it with small staff. One of Zaltman's most seasoned interviewers is consultant Randi Cohen, a 30-year-old Stanford PhD consultant who is leaning and stylish, who also teaches marketing at the University of Boston. For what he called him a guided conversation, he surrounded himself in a windowless room not much different from the type used by police to interrogate the suspect. In one of the other two rooms of the sitting laboratory Marion Finkle, a 31-year-old graphics artist who helped the subject use the bloody software needed to create disgusting digital images. And in the third room is Trevor Messersmith, the twentysomething hip of whom, like Finkle, designs a multimedia presentation that the lab delivers to customers at the end of the project. In this atmosphere, Z-Team members more resemble Silicon Alley's starting staff than north America's most venerable university employees. But Zaltman is not your regular schools professor: He opposes absolute pronunciation - often answers questions with other questions, or by acknowledging that he doesn't know the answer. Asked why he moved to Pittsburgh from a dying position at the renowned marketing faculty at Northwestern University's Kellogg School, he said, To tell you the truth, I have no good answer. Asked why he accepted Harvard's invitation to leave Pitt, he said, Sometimes we do things for more complicated reasons than we would allow ourselves to see. And like the plastic model in his office, Zaltman's brain is all over the place. He studied neuroscience, art, semiotics, computers, and, yes, even business. In Pitt, he holds positions in the School of Public Health, Sociology Department, Graduate School of Public and International Affairs, and Business School. At Harvard, he was a fellow in Mind, Brain, Behavior initiative, one of the most ambitious in the country among the key disciplines. The ability to think across disciplines is ZMET's secret, Zaltman said. And it's a skill critical in the new business world: I don't buy notions that the world is organized the way universities and companies. The idea of not knowing what their discipline comes in, obviously. We might kidnap them and say, 'That's the marketing idea' of marketing 'That's an anthropological idea.' But if you walk up to the idea on the street, it won't know about that. Nepal Meets MagritteThe trail to ZMET starting in Nepal. In 1990, driven by three different interests (photography, cognitive neuroscience, and Third World anthropology) Zaltman travelled to Nepal to photograph the periodic market, a commercial conclaif that meets in rural areas every few months. While he was there, Zaltman said, I started thinking about bias issues. I can take all the pictures in the world, and they'll still be my pictures of others. This idea happened to me: maybe I should give movies and cameras to people who have never seen through the lens before. He contacted Eastman Kodak, who provided him with a plastic camera and 650 rolls of film. Accompanied by his wife and other couple, Zaltman returned to Nepal. We'll visit the place, give people a camera, ask them to take pictures. We'll say, 'If you leave this village, what picture would you take with you to show others what your life is like?' Villagers captured their photos. Then the Zaltmans developed them and showed them to the photographer. Later, Zaltman explained, We had people talking to us through an interpreter about what these pictures meant. We think of these people as un sophisticated, but it is interesting to know how effective they are in telling the story. In each negative strip, there is a story - one full of paradoxes, on the contrary, and contradictions. For example, most photos cut people's feet. At first, I thought the villagers had just been aiming wrong, Zaltman said. But it turns out that barefoot is a sign of poverty. While everyone is barefoot, people want to hide that – which is another important message. Zaltman knew him to something. He's just not sure what. So when he returned to Pitt, he began experimenting with a new methodology, often with the help of Robin Coulter, one of his star PhD students. Initially, the researchers gave participants a camera and told them to shoot images that captured their thoughts and feelings about a particular product or service. But subjects often have difficulty taking exactly the pictures they desire, so Zaltman and Coulter allow them to choose images from magazines and newspapers. Around this time, Zaltman said, I'm also interested in digital imaging. And in his spare moments, he learned some breakthrough research in neuroscience. Crossing the boundaries of many disciplines, Zaltman began mapping new approaches to marketing. In its final form, the approach of remembrance the surrealist movement in literature and art, which reached its peak in the 1920s and 1930s. Rather than describing our conscious perception of the physical world, the surrealists strive to describe the subconscious, especially since it has been revealed in the Period visual art often depicts melting hours and liquid trees, incongruously placed against the delicate landscape. Zaltman has brought reliability to the world of market research. Goodbye, Gallup. Hello, Dali.In. Approach Zaltman stretches from those barefoot villages in Nepal for quotes, taken from surrealist painter Rene Magritte, who opens up the silkabus of his course: everything we see hides something else we want to see. Brain-Scan MarketingOn beds in Massachusetts General Hospital, a woman located behind her, her head holding a motion under a specially driven face mask. He breathes slowly and is quite tentative. With every breath, he sucks in some radioactive particles - an invisible messenger that enters his bloodstream, where they can be easily detected. Its head is located in a small space that looks like a giant frosted donut. Then the experiment began. A scientist slipped a cassette into a tape player, and the voice depicted a car dealership from hell – cigarette-tailed linoleum floors, wet lights, too many salespeakers. In another room, the computer paints a picture of what happens in his brain. This is one of the next ZMET borders. With Stephen Kosslyn, a faculty member of mind, Brain, Behavior, Zaltman has started using positron relief tomography (brain scan) to see how - or more accurately, where – users think. In the first and only study of the couple, the subjects were read descriptions of three car dealerships - one good, one bad, one humdrum - while researchers monitored blood flow through their brains. Of course, says Zaltman, we found that when we played audiotape negative experiences, areas in the right brain linked to negative thoughts were illuminated. In particular, Kosslyn says the description of a beheaded car dealership excited about the right frontal loe of the subject – a area of the brain linked to the primitive instincts of withdrawal. When they hear a description of a more welcoming distributor - nice carpets, game computers, helpful staff - parts of the brain associated with positive emotions are illuminated otherwise. Tinker is a little more with a description, and you can design people's dream car dealerships, retail settings that you know will twitch their brains and move their feet. The refinement of the process further, Kosslyn said, and its potential was revolutionary. For example, you can segment the market along the new line completely – not only according to how many big people wallets but also follow how people think. Some customers are visual; the others are auditory. Use brain scanning to classify your customer base, and then target first with newspaper exposure ads and the second with radio stations. At this time, Zaltman took only a few tentative steps into this new territory. Studies of train dealers have been six subjects – half a dozen senior women. Zaltman and Kosslyn are lowering funds for more such experiments. Meanwhile, Zaltman is pushing into new borders. She recently used ZMET to study 24 executives enrolled in the Harvard Business School executive education program. The question: What are your opinions and feelings about being the focus of customers? Part of the answer: This means collecting information, analyzing data, anticipating customer needs – all exactly what customer service gurus are advised of. But ZMET reveals another part of the answer: Being a customer focus means having integrity, caring about customers in an authentic way, being a worthy company trusted. Executives were surprised at how much of their individual thinking was shared by others, although they never discussed these matters with anyone, said Zaltman.In another Harvard executive review, researchers asked what it means to develop a marketing strategy. Again, ZMET overcame the unexpected meaning. Develop marketing strategies aimed at having passion, demonstrating integrity, having fun. This is not in the marketing textbook, Zaltman said. Mind ManagerUltately, although a great metaphor should deliver results - which is why Zaltman treats every project as a test. So far, ZMET not only delivers the same types of findings as more conventional research methods; it has also generated its own metaphor-based vision. The fact that we came up with what other techniques have also found provides confirmation. You cannot waive special results without waivering other results, he said. But in each case, we have come forward with additional insights. But those using and supporting Zaltman's approach are aware of its limitations. ZMET is not a substitute. It is complementary, said Jennifer Barron, head of strategic market research at Monitor Co., which has used the technique. It is more helpful in an irrational category of 100%. With something like financial services, where there is an emotional element - how you prepare for your family - makes sense. But I don't know if I'm going to use ZMET on industrial salt. For specific purposes, surveys or focus groups are fine. Zaltman himself always explained that his technique does not offer neat solutions to any company problems. Research can't tell you what to do, he said. It can only give you the basics of being creative in what you do. Ultimately, it's an important manager's mind. If the manager doesn't know the mind themselves, they will not understand the minds of customers. Daniel H. Pink dhpink@ix.netcom.com is a fast company editor who contributes. His article, The Free Agent Country, appeared in the December issue:January 1998. Learn more about Jerry Zaltman's work on the Web

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