Words of a feather: confessions of a Thomas Twitcher

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Abstract

Purpose
The purpose of this paper is to celebrate the manifold contributions made by Michael Thomas, marketing professor extraordinary.

Design/methodology/approach
This paper is an exercise in autobiographical memory, coupled with the subjective personal introspective procedures advocated by many leading marketing scholars, most notably, Steven Gould and Morris Holbrook.

Findings
The paper shows that ornithology is an apt metaphor – analogy, rather – for Professor Thomas's many and varied contributions to marketing thought.

Originality/value
The paper comes closer than most to defining the quintessential Michael Thomas.

Keywords
Metaphors  Marketing  Birds

Citation

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of murder and lies. In a high-security psychiatric institute sits Thomas Quick, Sweden's most notorious serial killer. A misfit loner who openly confessed to a range of unspeakable crimes including rape, murder and cannibalisation, Quick's story has shocked and haunted the Swedish nation for over 20 years. However, new evidence including testimon...