

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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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 Share this Rating. Title: The Confessions of Thomas Quick (2015). 6,3/10. Want to share IMDb's rating on your own site? This chilling film tells the gripping story of the making of a British political thriller, from the initial script to the final cut. [Share this Rating](#)

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