

# OLSON ZALTMAN ASSOCIATES

- Olson Zaltman Associates
- Lead Investigator: Gerald Zaltman, Joseph P. Wilson Professor Emeritus, Harvard Business School
- Team Members: Elizabeth Carger

# OLSON ZALTMAN ASSOCIATES

- Olson Zaltman Associates is a research & consulting firm using metaphor elicitation to help global organizations identify, understand, and respond to the basic frames (deep metaphors) that shape how people feel, think and act.

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- The Zaltman Metaphor Elicitation Technique is a patented interview and interpretation process developed at **Harvard's** Mind of the Market Laboratory.
- Over the past 11 years we have completed over 450 studies in over 40 countries. We are capable of conducting interviews and analysis in over 25 languages including Arabic and Chinese.

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- We are seeking to join any research group with the need for deeper understanding of how metaphoric and linguistic frames shape the way information is received by an audience.

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