

The rise of conceptual metaphor theory over thirty years ago marked a major revolution in the study of metaphor, introducing it as a significant topic within the cognitive sciences. Conceptual metaphor theory advanced the position that metaphors are not merely linguistic devices, but reflect enduring patterns of human thought which often arise from embodied experiences. In *Where Metaphors Come From*, Zoltán Kövecses augments and refines conceptual metaphor theory, affirming his place as a leader within the field. By accepting the connection between the bodily, situational, discourse, and conceptual-cognitive context, on the one hand, and metaphor, on the other, Kövecses offers a more complex view of metaphorical creativity that is in fact in accord with recent research on the nature of human cognition—namely, that human cognition is grounded in experience in multiple ways, with embodiment, in its strictest sense, being just one of them.