

# Contents

Acknowledgments	vi
Preface	vii
1. Lo the shaman	1
2. The nonverbal womb	10
3. Signs and symbols	17
4. Above the word	25
5. Appointment in Babylon	38
6. Stigma, status, and standard	44
7. We reduced the size because we didn't want to increase the price	58
8. Guns don't kill people, people kill people	68
9. A case in point: sexism	89
10. Power and deception	105
11. Another case in point: the jargonauts and the not-so-golden fleece	125
12. Rival metaphors and the confection of reality	138
13. A last case in point: bluenoses and coffin nails	156
14. School for shamans	166
15. An ecology of language	182
<i>Notes to chapters</i>	189
<i>Further reading</i>	202
<i>Index</i>	205