ABSTRACT: Metaphors are the expression of rhetorical and cognitive competence. They are the means to fill the lack of a term to name a perceived or conceived object but they can also make it easier to understand new concepts, abstract or more complex ones through others underpinned by culture and experience. On the one hand, some metaphors in Marketing can be considered abstractions as they are sets of borrowed units that have lost part of their meaning while lighting up the characteristics of concepts; on the other hand, some other metaphors bridge the analogy between a source and a target; they are cognitive structures that help organising and explaining a new research field.