

**Key words:** *metaphor, the use of metaphors, management, analysis, synthesis*

**Abstract:** The use of the metaphorical style in management was observed almost ten years ago by the American professor Mary Jo Hatch. This style has been adopted lately by numerous authors; this shows that it is useful and worth being analyzed.

The paper brings to the attention of theoreticians and practitioners in the management field new arguments and examples to support the development of the metaphorical style of specialty knowledge analysis, evaluation and synthesis. Therefore there are emphasized metaphors associated to the currents of thought manifested in the history of the scientific management or of some phenomena or conjectural factors that have determined evolutions and changes in the managerial systems.

The increasing mobility of environment parameters as well as the globalization tendencies of the products and services markets are universally recognized phenomena. The metaphor has an international circulation value and is successfully used in the technical, economic, social communication environments worldwide. This paper brings new arguments justifying the interest for the development of the metaphorical style as a presentation and explanation style of the new tendencies in the scientific management.