



Essential McLuhan (Paperback)

By Marshall McLuhan

Taylor Francis Ltd, United Kingdom, 1997. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Essential McLuhan brings together in one concise volume key writings by Marshall McLuhan, the hugely influential guru of the mass media. Today, in a communications environment transformed by the rapid spread of electronic media, McLuhan's insights are fresher and more applicable today than when he first announced them to a startled world in the 1960s. A whole new generation is turning to his work to understand a global village made real by the coming of the information superhighway. This comprehensive collection includes extracts from McLuhan's famous books *Understanding Media* and *The Gutenberg Galaxy*, as well as selections from his other books, articles, correspondence, interviews and published speeches. There is also a sourcebook of key quotations drawn from the whole body of McLuhan's work, and a full bibliography of writings by and about McLuhan.



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