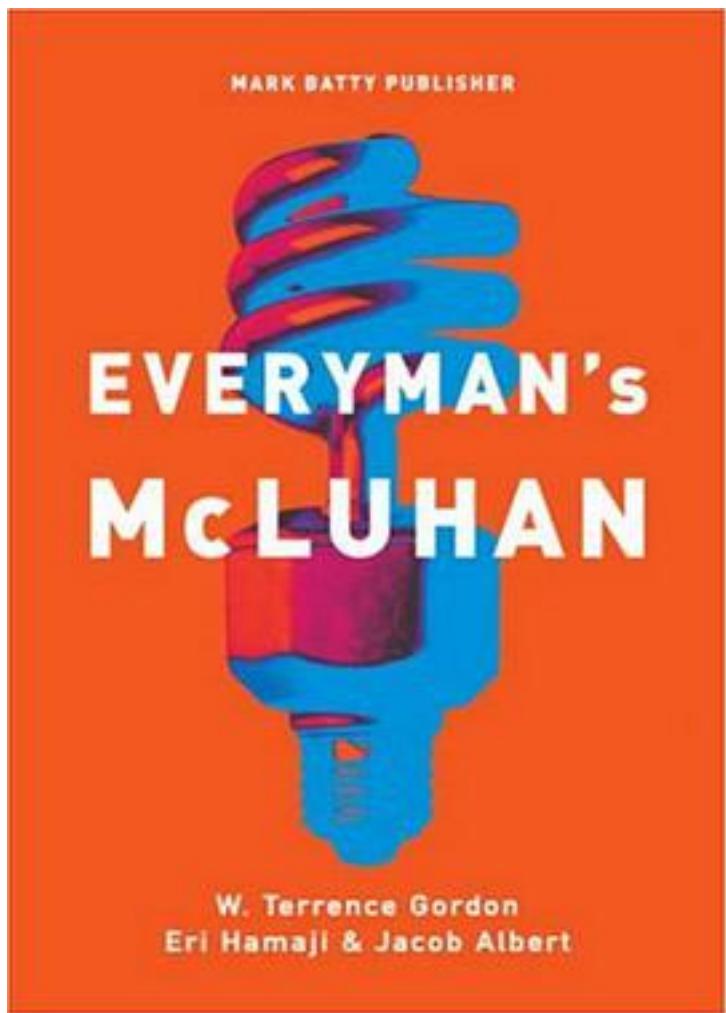


# Everyman's McLuhan



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Anyone who has ever considered technology and its relation to humanity has most

likely heard the name Marshall McLuhan. A careful student of media, a prolific lecturer and author and the coiner of such phrases as “global village” and “the medium is the message,” McLuhan’s career merits a freshly creative and accessible examination as technology speeds ahead, forcing us to reconsider our relationship with it.

Everyman’s McLuhan does just that. W. Terrence Gordon, McLuhan’s official biographer, has deciphered and distilled McLuhan’s career; his words are accompanied by colorful and innovative illustrations that apply both McLuhan’s and Gordon’s ideas to the realities of 21st century technology and media. Everyman’s McLuhan furthers a dialogue that was important when McLuhan was alive, but is even more relevant today as the line blurs between humans and the technologies we use.

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