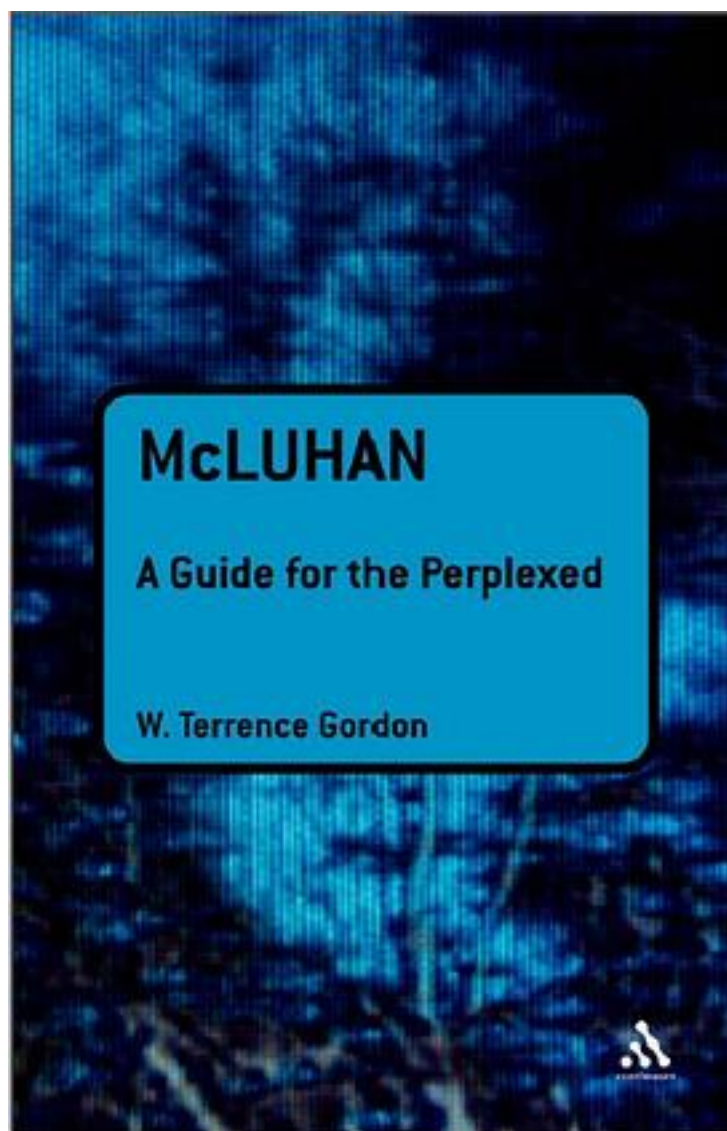


# McLuhan: a guide for the perplexed



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Continuum's Guides for the Perplexed are clear, concise and accessible introductions to thinkers, writers and subjects that students and readers can find especially challenging. Concentrating specifically on what it is that makes the subject difficult to grasp, these books explain and explore key themes and ideas, guiding the reader towards a thorough understanding of demanding material.

McLuhan: A Guide for the Perplexed is a close reading of all of his work with a focus on tracing the systematic development of his thought.

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W. Terrence Gordon is Professor Emeritus at Dalhousie University, Halifax, Nova Scotia, Canada and Part-time lecturer in Linguistics at St. Mary's University, Halifax. He is the author of the three titles on McLuhan and the editor of the critical editions of his *Understanding Media* (2003), *McLuhan Unbound* (2005), and *The Classical Trivium: The Place of Thomas Nashe in the Learning of his Time* (2006). His *McLuhan for Beginners* brought him the invitation from the McLuhan family to write his biography: *Marshall McLuhan: Escape into Understanding*, critically acclaimed in *The New York Times* and many other sources. Professor Gordon is also the librettist of a multimedia opera about McLuhan.

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