



McLuhan A Guide for the Perplexed Guides for the Perplexed

By W. Terrence Gordon

Bloomsbury Academic. Paperback. Condition: New. 216 pages. Dimensions: 8.3in. x 5.4in. x 0.7in. and M and L;span style and quot;mso-bidi-font-size: 27. 5pt and quot; and gt;M and L;span and gt; and L;span style and quot;mso-bidi-font-size: 10. 0pt and quot; and gt;arshall McLuhan was dubbed a media guru when he came to prominence in the 1960s. The and L;xml: namespace prefix st1 ns and quot;urn: schemas-microsoft-com: office: smarttags and quot; and gt; and L;st1: city w: st and quot;on and quot; and gt; and L;st1: place w: st and quot;on and quot; and gt;Woodstock and L;st1: place and gt; and L;st1: city and gt; generation found him cool; their parents found him perplexing. By 1963, McLuhan was Director of the Centre for Culture and Technology at the and L;st1: place w: st and quot;on and quot; and gt; and L;st1: placetype w: st and quot;on and quot; and gt;University and L;st1: placetype and gt; of and L;st1: placename w: st and quot;on and quot; and gt;Toronto and L;st1: placename and gt; and L;st1: place and gt; and would be a public intellectual on the international stage for more than a decade, then linked forever to his two best known coinages:...



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