



Marshall McLuhan (Italian Edition)

Douglas Coupland

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Douglas Coupland e Marshall McLuhan a confronto. L'autore che ha dato un nome e un volto alla Generazione X e poi alla Generazione A racconta uno dei maggiori sociologi del Novecento. E lo fa con il suo stile inconfondibile: mescolando linguaggio pop e riferimenti colti, aforismi e curiosità, citazioni originali e personali. In occasione dei cento anni dalla nascita di Marshall McLuhan, Coupland riflette sulla vita e sull'opera di un intellettuale che ha rivoluzionato il modo di interpretare la realtà in cui siamo immersi oggi, lasciato espressioni ormai entrate nell'immaginario collettivo («il medium è il messaggio e «il villaggio globale» sono solo due tra le più note) e previsto, con i suoi studi, l'impatto della tecnologia sulla nostra società. Coupland rompe le regole della biografia per creare un ritratto a tutto tondo di McLuhan, la nitida fotografia di un genio indiscusso del secolo scorso: ricca di aneddoti, avvincente come un romanzo.

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