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War and Peace in the Global Village

Marshall McLuhan, Quentin Fiore

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War and Peace in the Global Village Marshall McLuhan, Quentin Fiore
War and Peace in The Global Village is a collage of images and text that sharply illustrates the effects of electronic media and new technology on man.

Marshall McLuhan wrote this book thirty years ago and following its publication predicted that the forthcoming information age would be "a transitional era of profound pain and tragic identity quest". Marshall McLuhan illustrates the fact that all social changes are caused by introduction of new technologies. He interprets these new technologies as extensions or "self-amputations of our own being", because technologies extend bodily reach. McLuhan's ideas and observations seem disturbingly accurate and clearly applicable to the world in which we live.

War and Peace in the Global Village is a meditation on accelerating innovations leading to identity loss and war.

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