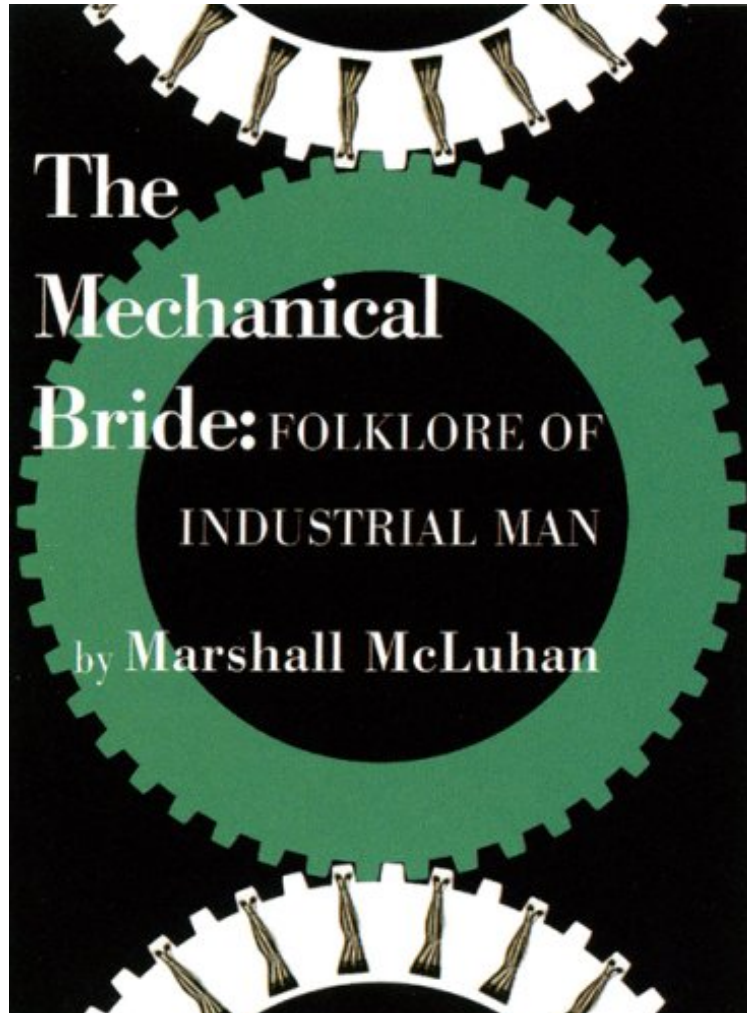


## The Mechanical Bride - Facsimile

*Marshall McLuhan*

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**Marshall McLuhan : The Mechanical Bride - Facsimile** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mechanical Bride - Facsimile:

0 of 0 people found the following review helpful. Great Quality - Exceeded Expectations By EmmaI was very impressed by the quality of this product. I wasn't sure what to expect with "Facsimile" in the product description - I guess I expected something like a course packet from undergrad. This is a very high quality book with more of a coffee table book feel. I definitely recommend for someone having trouble getting their hands on a clean print of McLuhan's book at a reasonable price.3 of 3 people found the following review helpful. Mind explosion By Joshua LeegerIt takes time to read...you're wrestling with a poetic probe of the present that references an historical-construct-encyclopedia of Western thought at every step.4 of 5 people found the following review helpful. Our Inheritance. By Michael G. SchomakerTurtleHawk Enterprises Inc.This book is a most excellent and of the highest quality replication

of the original and I for one am grateful that it has been republished in the style and care that it has. The content is historical now but it is chilling and accurate in what it is pointing to and it is relevant to now as a marker of a historical precursor to what is happening daily in the "global village".

This is the devastating book which first established Marshall McLuhan's reputation as the foremost critic of modern mass communications. *The Mechanical Bride* is vintage McLuhan so aptly illustrated by dozens of examples from ads, comic strips, columnists, etc., that those who were stung by McLuhan were hard put for rebuttals. It shows how sex was first used to sell industrial hardware, how *Orphan Annie* still keeps the world on track, and how an Arabian Nights wonderland of mass entertainment and suggestion makes information irrelevant, and sends us to bed at night too dazed to question whether we're happy or not. We live in an age in which legions of highly educated professionals dedicate themselves to the task of getting inside the collective public mind with the object of manipulating, exploiting and controlling.