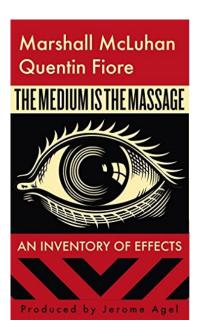
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First published in 1967, this text is now more relevant than ever, as McLuhan's foresights about the impact of new media is actualized at unprecedented speeds via the Internet. It portrays technologies as an extension of man, illustrating how our senses are massaged and our preceptions altered as these devices become integral parts of our lives.

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