

## BOOKS

**The messenger has a new medium**

*Marshall McLuhan: The Medium and the Messenger*  
by Philip Marchand  
Published by Vintage Books  
\$19.95

If you're not familiar with McLuhan's ideas, you won't understand the case of McLuhan.

McLuhan's ideas are always

Editions of his books have been

a professor at the University

of Toronto, Canada, for

over 40 years.

McLuhan's ideas are always

intensely interesting.

Marchand's book is

about McLuhan's life.

It's a biography of

McLuhan's life.