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Nota di contenuto	Preliminaries; CONTENTS; Acknowledgments; Introduction; 1 Before the letter; 2 The end of the book and the beginning of television; 3 Mac; 4 Massage and semiurgy; 5 More McLuhan than McLuhan; 6 Galaxies of simulacra; Conclusion; References; Name index; Subject index
Sommario/riassunto	In McLuhan and Baudrillard, Gary Genosko traces McLuhan's influence on one of the most famous gurus of the cultural theory - the French postmodernist thinker, Jean Baudrillard.