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*Non-Fiction*

# McLuhan for Managers

New Tools for New Thinking

Mark Federman & Derrick de Kerckhove

More than thirty years ago, Marshall “the Medium is the Message” McLuhan predicted the changes to business and society that we are now seeing by virtue of the ubiquitous internet. Imagine if we could have him beside us now as we try to deal with these changes. In the engaging, provocative, amusing, and stimulating *McLuhan For Managers*, Mark Federman, the originator of McLuhan Management Studies, and Derrick de Kerckhove, McLuhan’s longtime associate, provide readers with an indispensable guide to thinking in today’s rapidly changing business culture.

As the authors show, the McLuhanesque approach to thinking about business is unconventional. Instead of theory, this book presents new thinking tools designed to increase perception and insight so that managers can more readily anticipate change.

Illuminating and unprecedented, *McLuhan For Managers* combines both business acumen and innovative thinking as it envisions exciting paths forward through the future.

*Praise for *McLuhan for Managers*:*

“The authors of this book blow the lid off McLuhan’s secret. They have mined his writings and have done a masterful job of setting out McLuhan’s core ideas clearly and in the context our current digital challenges. But this is just the backdrop to their real task: articulating a set of thinking tools based on McLuhan’s unique way of assessing the future.”

From the Foreword by Paul Saffo,  
Director and Roy Amara Fellow,  
Institute for the Future

“For today’s manager, here are some of Marshall McLuhan’s most incisive and most adaptable tools for discovery. The authors demonstrate how to use these tools to diagnose problems, analyze situations, spot solutions, and predict outcomes in all phases of contemporary business.”

Eric McLuhan

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