

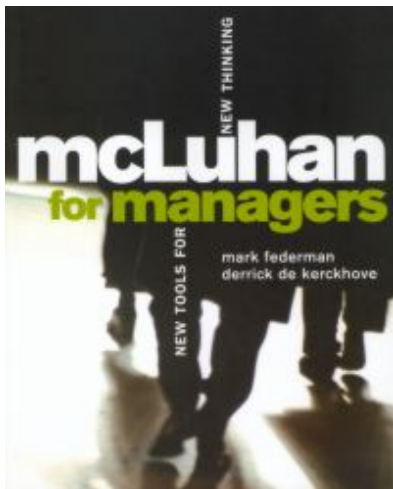
*Author*

# Mark Federman

Advance praise for  
*McLuhan For Managers*:

“...proves fascinating reading where it applies McLuhan’s “tetrad” or four-way approach to everyday issues. Heavy thinking from a cool thinker.”

*Vancouver Sun*



A strategic thinker, Mark Federman has more than twenty-five years' experience in the high-technology industry as executive, manager and consultant spanning disciplines including applied research and development, marketing, sales, operations and strategic leadership. His current professional roles include: Chief Strategist and head of McLuhan Management Studies at the McLuhan Program in Culture and Technology at the University of Toronto; and Principal, Merrill Consulting, his private consulting practice. His most recent corporate role was that of President and CEO of PersonaMedia, a small company whose focus is on the use of Voice as an object of rich business information, enabled by Internet technologies. He is the author (with Derrick de Kerckhove) of *McLuhan for Managers - New Tools for New Thinking*, published in September 2003, by Viking Books. Mark also has the role of Project Manager for the Global Village Square initiative.

Mark teaches the Mind, Media and Society II course — affectionately called “Applied McLuhanistics” — at the Program in the winter semester, and at the Fachhochschule Kiel in Germany in the fall. He also is a regular guest lecturer for the Computer Mediated Communications Program at Högskolan för lärande och kommunikation i Jönköping, Sweden. His current research interests include the alignment of “Natural Modes” of individuals, enterprises and economies that lead to enabling *effect-ive* management practices, and, in collaboration with Derrick de Kerckhove and other international researchers, the Technopsychology of Collaborative Environments.