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Recently Reprinted – A Classic Book *Understanding Graphic Communication*

- **First graphic arts book with a year 2000 copyright.**
- **Focus is on the history and philosophy of graphic communication.**
- **248-pages. A timeless book because history and philosophy do not change.**

Taking a philosophical approach to the industry, this unique book looks at the history of printing and its key figures and contributions, and provides new ways of looking at graphic communication. How do people involved in graphic communication think? What motivates them? How does the technology of the field evolve? Professor Harvey R. Levenson explores these questions and looks at graphic communication's role in the evolution of humanity and in shaping communication networks of the future. Essays by fellow industry luminaries also provide insight into the role of graphic communication in the 21st-century.

Contents

- The Gutenberg – McLuhan – Moore Triad: The Printing Industry's DNA
- The Harvest of Wisdom: A Tribute to Nolan Moore
- Graphic Communication as Part of Human Nature
- Ethics in the Graphic Arts
- Organizational Communication
- Inventiveness and Patents in the Graphic Arts
- Literacy and the Printing Industry
- Modern Philosophies of Printing

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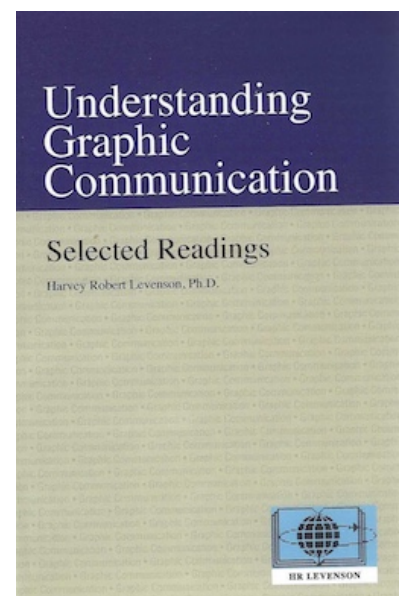
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