



Consuming Kids: Protecting Our Children from the Onslaught of Marketing & Advertising (Paperback) - Common

By (author) Susan Linn

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The average American child sees about 40,000 television commercials every year. Companies target younger viewers all the time, selling everything from sugar cereals to minivans, and cross-promotional marketing influences everything from the food stocked in school vending machines to the characters who appear in children's books. Kids are requesting specific brands as soon as they can talk. America...

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