

Advertising To Children Ebook - Marcia Amidon Lusted

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This book gives readers a balanced look at the issue of advertising to children and its surrounding arguments. Advertising to Children familiarizes readers with the basics of marketing and selling products, the history of children as consumers, current marketing strategies, food marketing, branding, and overconsumption. Color photos and informative sidebars accompany easy-to-follow text. Features include a timeline, facts, additional resources, web sites, a glossary, a bibliography, and an index. Author: Lusted, Marcia Amidon Publisher: Essential Library Illustration: N Language: ENG Title: Advertising to Children eBook Pages: 00112 (Encrypted PDF) On Sale: 2011-08-01 SKU-13/ISBN: 9781604531077 Category: Juvenile Nonfiction : Family - General

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