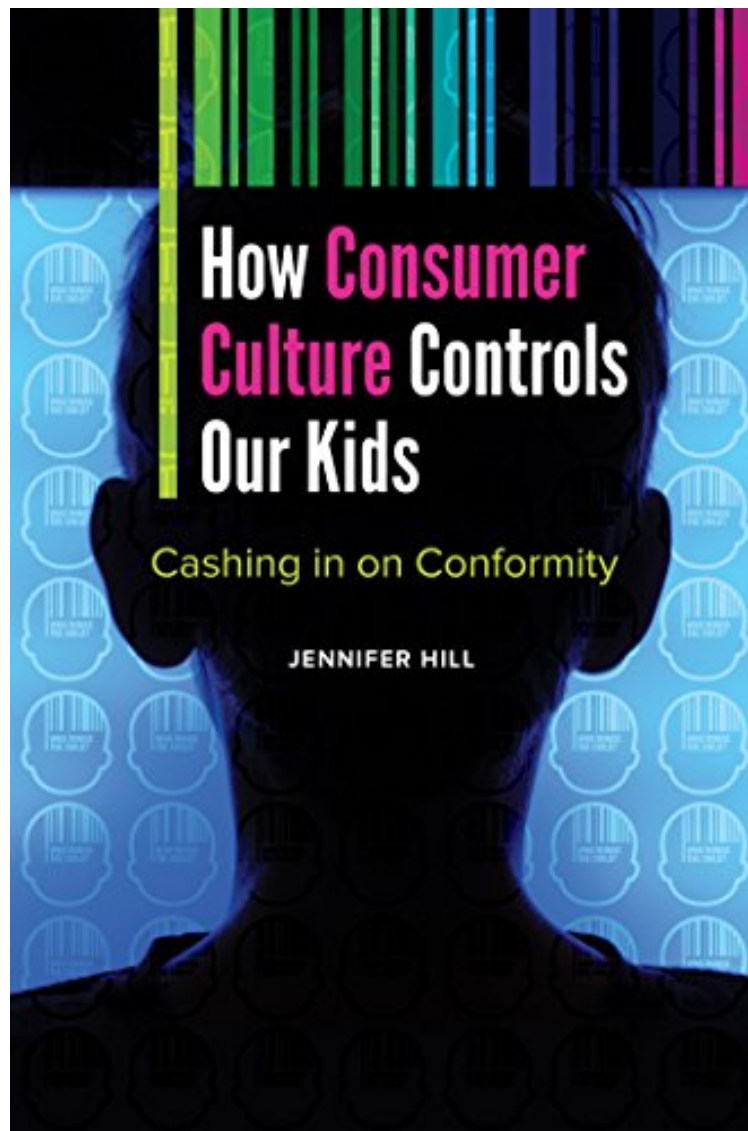


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How Consumer Culture Controls Our Kids: Cashing in on Conformity: Cashing in on Conformity (Childhood in America)

Jennifer Hill

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of what is in this book is speculation. Much is common sense. Don't confuse correlation with a causal link.

This gripping book considers the history, techniques, and goals of child-targeted consumer campaigns and examines children's changing perceptions of what commodities they "need" to be valued and value themselves. Features content from across disciplines including sociology, psychology, cultural anthropology, and social work; Introduces the idea that corporations exert a powerful and largely negative influence over children and childhood; Offers a theoretical explanation of the current state of consumer capitalism; Presents findings based on original research conducted by the author

About the Author Jennifer Hill, PhD, is a freelance writer, activist, and cofounder of Who Minds the Child?, a media education nonprofit group.