



Childhood Under Siege: How Big Business Ruthlessly Targets Children

By Joel Bakan

Vintage Publishing. Paperback. Book Condition: new. BRAND NEW, Childhood Under Siege: How Big Business Ruthlessly Targets Children, Joel Bakan, There is now an estimated 1 trillion dollars of buying power in the hands of children. Tens of millions of children world-wide are prescribed psychotropic drugs today, compared to close to none in 1980. Food and drink industries spend billions each year marketing junk food to children. This is the story of how big businesses are transforming our children into obsessive and narcissistic mini-consumers, media addicts and pharmaceutical industry guinea pigs. In this insightful and chilling exploration, Joel Bakan throws a brilliant light on the ruthless manipulation of children and on our failure to protect them.

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Reviews

I actually started looking over this publication. It really is rally interesting throgh studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger

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