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On the basis of first-hand research inside the advertising industry, BORN TO BUY lays bare the research, messages and marketing strategies being used to target children, and assesses the impact of those efforts. --This text refers to an out of print or unavailable edition of this title.

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Our daughter, Sulakshana, was born in 1995. She afforded us firsthand experience of how deeply and pervasively commercialized childhood is gendered. With boys, parents worry about violent products and obsessions with video games. With girls, it's sexualized products and distorted body image.

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