



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

*Jennifer Hill*

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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



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