

Inside the Ruthless Battle for America's Youngest Consumers

In the ruthless battle for America's youngest consumers, companies are using increasingly sophisticated tactics to hook them young and keep them spending. From targeted advertising to product placement to social media influencers, companies are spending billions of dollars each year to win the hearts and minds of children.



The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers by Eric Clark

★★★★☆ 4.4 out of 5

Language : English
File size : 634 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 272 pages



But what are the consequences of this relentless marketing blitz? Are companies preying on children's vulnerabilities? Are they creating a generation of over-stimulated, materialistic consumers? These are the questions that journalist Juliet Schor explores in her new book, *Born to Buy: The Commercialization of Children*.

Schor argues that the marketing of children is a serious problem that is harming our children and our society. She points to research showing that

children who are exposed to advertising are more likely to be materialistic, have lower self-esteem, and be overweight. She also argues that the marketing of children is contributing to the decline of childhood, as children are increasingly pressured to grow up too fast and to spend their time and money on consumer goods.

Schor's book is a wake-up call for parents, educators, and policymakers. She calls for a number of reforms to protect children from the harmful effects of marketing, including:

- Banning advertising to children under the age of 8
- Limiting the amount of advertising that children are exposed to
- Requiring companies to disclose the marketing techniques they use to target children
- Educating children about the dangers of marketing

Schor's book is a must-read for anyone who is concerned about the future of our children. It is a powerful indictment of the marketing industry and a call to action for all of us to protect our children from its harmful effects.

Reviews

"A powerful and disturbing expose of the marketing industry's relentless pursuit of our children. Schor's book is a must-read for parents, educators, and policymakers." - Susan Linn, author of *The Case for Make-Believe*

"A well-researched and thought-provoking book that challenges us to rethink the way we market to children. Schor's book is a valuable

contribution to the debate over the commercialization of childhood." - Victor Strasburger, author of *Children, Adolescents, and the Media*

"A must-read for anyone who is concerned about the future of our children. Schor's book is a powerful indictment of the marketing industry and a call to action for all of us to protect our children from its harmful effects." - Jim Steyer, founder and CEO of Common Sense Media

About the Author

Juliet Schor is a professor of sociology at Boston College. She is the author of several books on the sociology of consumption, including *The Overworked American* and *Plenitude: The New Economics of True Wealth*. She is a frequent commentator on the media and has been featured in The New York Times, The Washington Post, and The Wall Street Journal.

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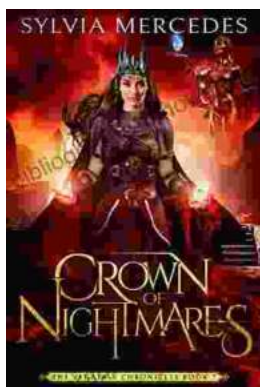
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