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Born to Buy: The Commercialized Child and the New Consumer Culture: A Groundbreaking Exposé of a Marketing Culture That Makes Children "Believe They Are What They Own." (USA Today):

Amazon.co.uk: Schor, Juliet B.: 9780684870564: Books. Buy New. £9.99.

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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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obsessions with video games. With girls, it's sexualized products and distorted body image.

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