



Advertising to Children: Concepts and Controversies (1-Off Series)

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Children's advertising is a subject that raises many pertinent issues of morality. Marketers want to know if their huge investment in the children's market is well spent; parents and educators are anxious to learn how effective this type of advertising is, and what sort of impact it has on the children themselves.

This volume presents cutting-edge research designed to stimulate and inform this debate. Topical issues such as smoking and alcohol consumption highlight this issue from all perspectives.

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