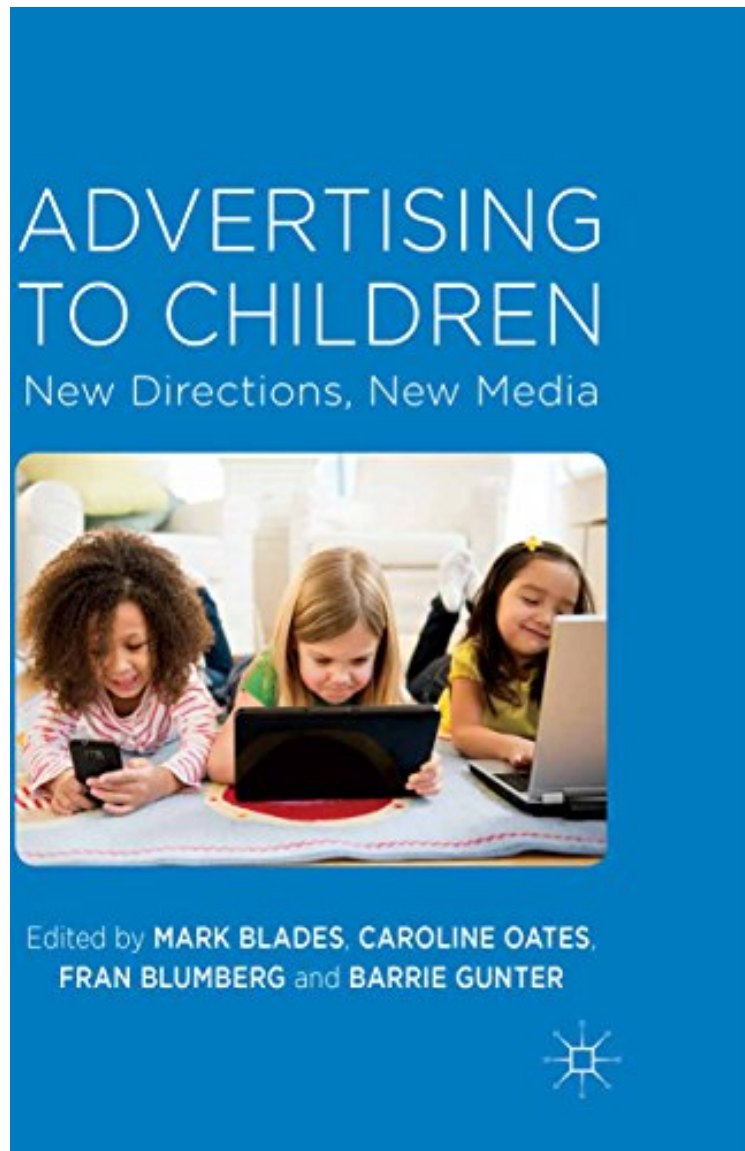


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Advertising to Children: New Directions, New Media

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This important source for students, researchers, advertisers and parents reviews the debates and presents new research about advertising to children. Chapters cover food and alcohol advertising, the effects of product placement and new

media advertising, and the role of parents and teachers in helping children to learn more about advertising.

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