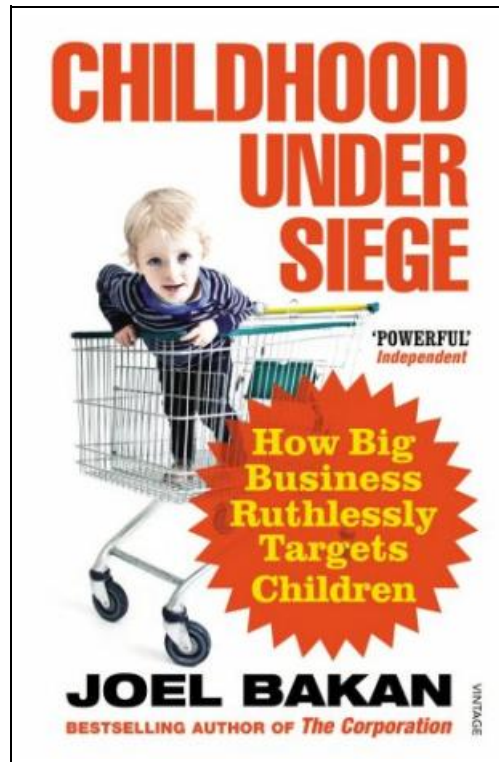


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(Orlando Abernathy)

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Vintage Publishing. Paperback. Book Condition: new. BRAND NEW, Childhood Under Siege: How Big Business Ruthlessly Targets Children, Joel Bakan, There is now an estimated 1 trillion dollars of buying power in the hands of children. Tens of millions of children world-wide are prescribed psychotropic drugs today, compared to close to none in 1980. Food and drink industries spend billions each year marketing junk food to children. This is the story of how big businesses are transforming our children into obsessive and narcissistic mini-consumers, media addicts and pharmaceutical industry guinea pigs. In this insightful and chilling exploration, Joel Bakan throws a brilliant light on the ruthless manipulation of children and on our failure to protect them.

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