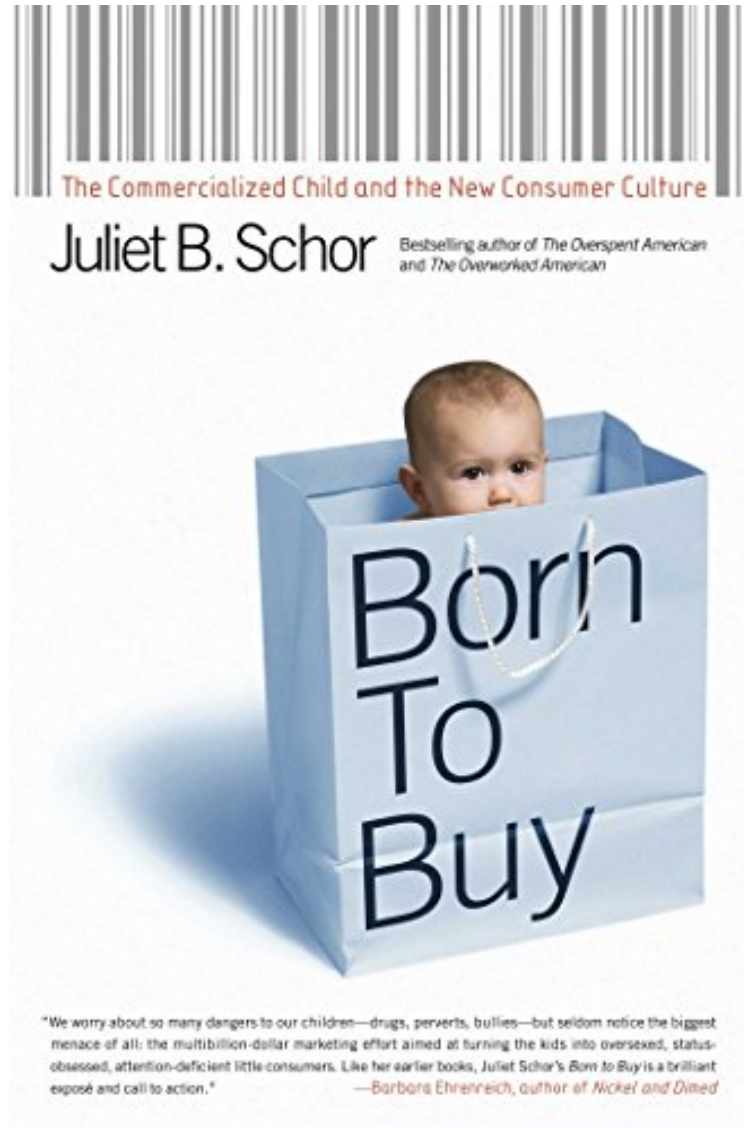


Born to Buy: The Commercialized Child and the New Consumer Cult

Juliet B. Schor

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Juliet B. Schor : Born to Buy: The Commercialized Child and the New Consumer Cult before purchasing it in order to gage whether or not it would be worth my time, and all praised Born to Buy: The Commercialized Child and the New Consumer Cult:

0 of 0 people found the following review helpful. Children in your life? READ THISBy Kindle CustomerEverybody thinking of having a child or that has a child should read this. We nixed cable 8 years ago, our children only get to watch an episode of something we approve of a day (we have Netflix); reading Born to Buy reinforces making the

right choice for our family. 1 of 1 people found the following review helpful. a landmark treatment
By Alan G. Nasser Sr. Far and away one of the best discussions of the pervasiveness and consequences of consumerism in our culture. First rate. 1 of 1 people found the following review helpful. Marketing Class required reading
By MGT This book was interesting in Marketing class to understand the psyche behind the art of getting people to buy products. Why some brands were successful and others were not.

Ads aimed at kids are virtually everywhere -- in classrooms and textbooks, on the Internet, even at slumber parties and the playground. Product placement and other innovations have introduced more subtle advertising to movies and television. Companies are enlisting children as guerrilla marketers, targeting their friends and families. Even trusted social institutions such as the Girl Scouts are teaming up with marketers. Drawing on her own survey research and unprecedented access to the advertising industry, New York Times bestselling author and leading cultural and economic authority Juliet Schor examines how a marketing effort of vast size, scope, and effectiveness has created "commercialized children." Schor, author of *The Overworked American* and *The Overspent American*, looks at the broad implications of this strategy. Sophisticated advertising strategies convince kids that products are necessary to their social survival. Ads affect not just what they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the conventional notion of causality: it's not just that problem kids become overly involved in the values of consumerism; it's that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of our children. Like Barbara Ehrenreich's *Nickel and Dimed*, Mary Pipher's *Reviving Ophelia*, and Malcolm Gladwell's *The Tipping Point*, *Born to Buy* is a major contribution to our understanding of a contemporary trend and its effects on the culture.

.com Parents will be tempted to read *Born to Buy* as a kind of contemporary horror story, with ever more sophisticated marketing wunderkinds as Dr. Frankensteins and their children as the relentless monsters they create. Indeed, it's difficult to avoid feeling overwhelmed by the avariciousness, omnipotence, and ingenuity of the advertising industry Juliet B. Schor portrays when it comes to transforming preschool kids into voracious, 'tude-infused consumers. Intermixing research data with anecdotal illustrations, Schor chronicles the rapid development of a once-shackled industry that now markets R-rated movies to 9-year-olds. The mind boggles at the notion that *Seventeen* magazine's target readership is now pre-teens. While Schor unearths a surplus of information on the effectiveness of advertising, she's not nearly as adept at proposing effective responses. Reacting to the power and creativity of the consumer culture with politically unfeasible regulation and parental diligence is a little like attacking Frankenstein's creature with torches. Still, *Born to Buy* is an eye-opening account of an industry that is commercializing childhood with remarkable effectiveness and insouciance. --Steven Stolder
From Publishers Weekly According to consumerism and economics expert Schor (*The Overspent American*), the average 10-year-old has memorized about 400 brands, the average kindergartner can identify some 300 logos and from as early as age two kids are "bonded to brands." Some may call it brainwashing, others say it's genius; regardless of how you see it, the approach is the same: target young kids directly and consistently, appeal to them and not the adults in their lives and get your product name in their heads from as early an age as possible. From TV shows and toys to video games, snacks and clothing, kids today, according to Schor, know too much yet understand too little, sopping up subliminal and not-so-subliminal messages of "buy, buy, buy." Drawing on a significant body of research, including interviews with everyone from advertising executives to the kids themselves, Schor exposes what she believes to be a huge cesspool of materialism, consumerism and commercialization that could be, and perhaps already is, leading to a generation of kids with no concept of what is important and truly necessary in life. By offering up her own ideas of what can be done by parents, educators, advertisers and others to lessen these problems, Schor goes beyond uncovering the problem and into the realm of concrete solutions. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Born to Buy is so grounded in appalling data about both kids and advertising companies, it has the effect of making even the most TV-and-advertising-wary parents among us realize that we haven't been half vigilant enough." -- Amy Bloom, O, *The Oprah Magazine* "An artfully argued, important expose." -- BusinessWeek "A wake-up call." -- Los Angeles Times