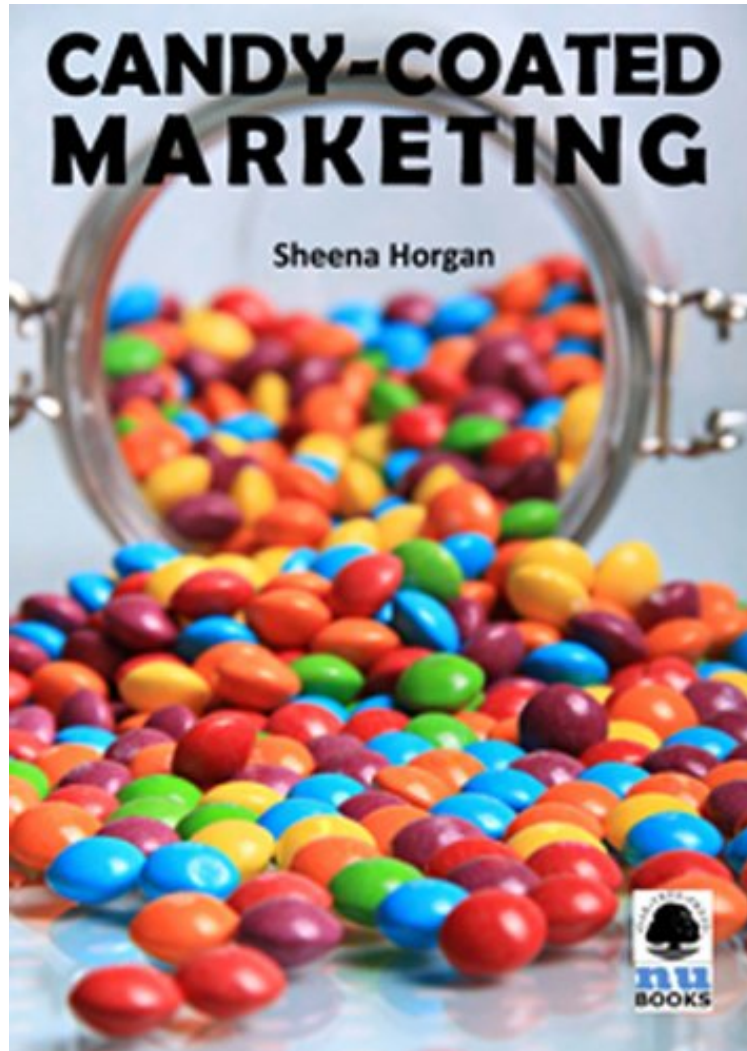


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Candy-coated Marketing

Sheena Horgan

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Sheena Horgan : Candy-coated Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Candy-coated Marketing:

This eBook is the embodiment of a conviction that: ethical marketing is good for business; Just as marketing for a social goal need not rule out a commercial one, marketing to children and a commercial focus are not mutually exclusive; and By taking 'collective responsibility', brands and marketers can, and should, be making a positive difference to modern childhood. Candy-coated Marketing portrays marketing to children as a widespread and often inappropriate business practice, but it also corroborates marketing's ability to evoke and elicit change.

Ultimately, it is the positive potential of this "change" that is the author's primary motivation in writing.