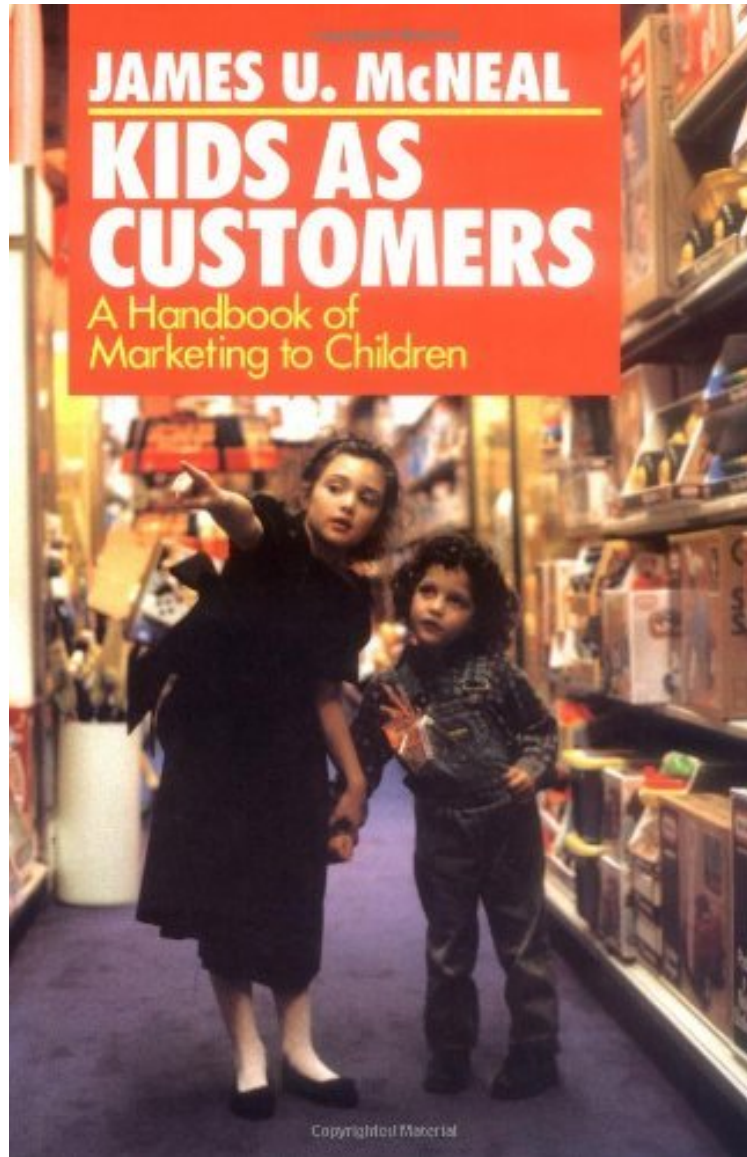


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Kids as Customers: A Handbook of Marketing to Children

James U. McNeal

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James U. McNeal : Kids as Customers: A Handbook of Marketing to Children before purchasing it in order to gauge whether or not it would be worth my time, and all praised Kids as Customers: A Handbook of Marketing to Children:

0 of 0 people found the following review helpful. The reviewer of October 25, 1999 is probably right. By Goggle-Eyed Slewfoot The author pays occasional lip service to the ethical considerations of marketing to children. At first, I was going to gather up all those quotes and use them as a rebuttal to the reviewer of October 25, 1999. But then, on page

189, I read "Needs are not for products; products are for needs." In this one disclaimer, McNeal is absolving himself for selling comic books which could be read in ten minutes, colorful toys which lose every child's attention in five minutes, addicting electronic games, and junk food. The statement would be objectionable even if the word "desires" were substituted for "needs." Children had no desire for designer jeans or hundred-dollar tennis shoes before they were invented by the market. On the whole, it is an interesting book, but I am a little disappointed. I wanted to learn about the psychological ploys used in baiting children, but I learned very little about that. 0 of 0 people found the following review helpful. amazing insights By gerardo amezcua This should be a must for every marketing professional in the world! Very detailed info on how kids evolve from just accompanying to decision making persons and how he becomes a loyal customer from that tender age. 0 of 0 people found the following review helpful. Three Stars By Tim Wilson old news

No descriptive material is available for this title.