



This Little Kiddy Went to Market: The Corporate Capture of Childhood

Sharon Beder, Wendy Varney, Richard Gosden

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This book investigates the way that corporations are strategically shaping children to be under-aged hyperconsumers as well as the submissive employees and uncritical citizens of the future.

Sharon Beder shows how marketers and advertisers are targeting ever younger children in a relentless campaign, transforming children's play into a commercial opportunity and taking advantage of childish anxieties.

Beder investigates the corporate relations and ideals that infiltrate every aspect of our lives. She presents an alarming picture of how a child's social development -- through education, health care and nutrition -- has become an ordered conveyor belt of consumerist conditioning. Focusing on education in particular, Beder explains how businesses are taking control of more and more aspects of schooling, not only for profit but to erode state schooling and promote business values. Similarly, she shows how 'difficult' children are taught from an early age that pharmaceuticals can be used to discipline them or to make them 'happy'.

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