



Nacidos Para Comprar: Los Nuevos Consumidores Infantiles (Paidos Controversias) (Spanish Edition)

Juliet Schor

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Los anuncios dirigidos a los niños están prácticamente en todas partes. A través de nuevas técnicas de publicidad, en el cine y la televisión, los productos llegan a niños y jóvenes en una cascada avasalladora. Schor examina a fondo el proceso mediante el que unas técnicas de marketing de gran alcance, ambición y eficacia causan un enorme impacto en la infancia. La autora analiza las implicaciones de esta estrategia. Valiéndose de sofisticados recursos, los profesionales del marketing convencen a los niños de que los productos son necesarios para su supervivencia social. Los anuncios influyen no sólo en lo que desean comprar, sino en lo que creen que son y en cómo se sienten en relación consigo mismos. En este libro imprescindible y revelador, la autora también propone directrices a padres y maestros. Lo que está en juego es el bienestar emocional y social de nuestros hijos.



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