



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

By 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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Editorial Review

Review

This Little Kiddie Went to Market is a chilling assessment of modern commercial culture and how it distorts childhood, corrupts civic institutions, and endangers the planet. -- Alex Molnar is Professor of Education Policy and Director of the Commercialism in Education Research Unit at Arizona State University. He is the author of *Giving Kids the Business* and *School Commercialism: From Democratic Ideal To Market Commodity Outstanding*. ... This is such an important book that I would put it on every school curriculum. -- John Pilger Beder's analysis is comprehensive, steely and clinical. -- Harold Pinter

About the Author

Sharon Beder is a visiting professor in the School of Social Sciences, Media and Communication at the University of Wollongong. She is considered a leading authority on corporate and environmental issues, for which she has won a number of awards. She is the author of nine other books, including *Free Market Missionaries: The Corporate Manipulation of Community Values* (2006), *Power Play: The Fight for Control of the World's Electricity* (2003), *Selling the Work Ethic: From Puritan Pulpit to Corporate PR* (2000) and *Global Spin: The Corporate Assault on Environmentalism* (1997; 2nd ed. 2002).

Dr **Wendy Varney** is an honorary fellow at the University of New South Wales.

Dr **Richard Gosden** is a full time writer and researcher based in Australia. He is the author of *Punishing the Patient: How Psychiatrists Misunderstand and Mistreat Schizophrenia* (2001)

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