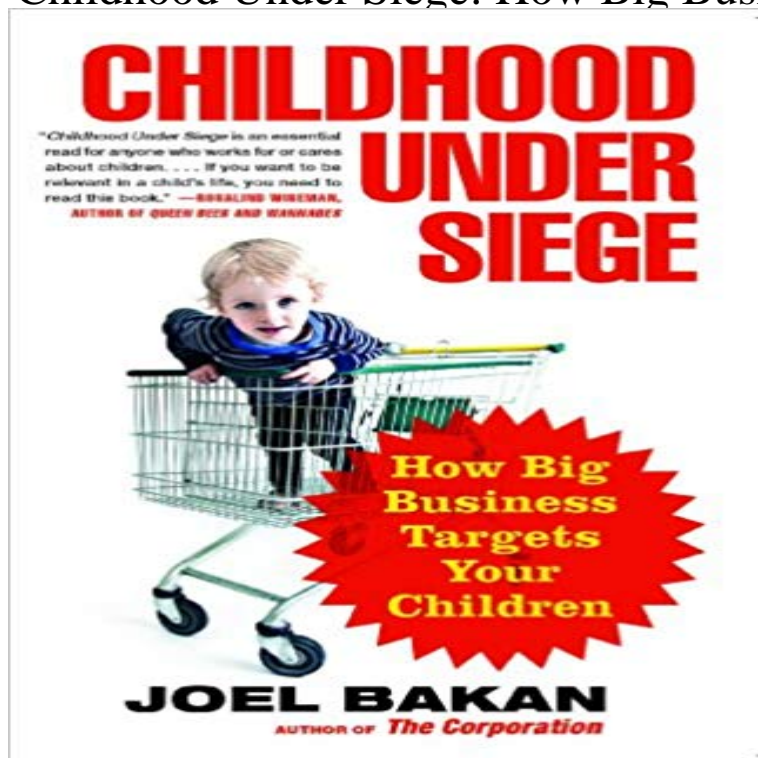


## Childhood Under Siege: How Big Business Targets Children



Corporations have found a new resource to be mined for profit: our children. In this shocking and indelible behind-the-scenes journey, Joel Bakan, acclaimed author and award-winning maker of the renowned film and international bestselling book *The Corporation*, uncovers the astonishing degree to which companies exploit the special vulnerabilities of children, manipulate parents fears, and operate with callous disregard for childrens health and well-being. The number of children taking dangerous psychotropic drugs has skyrocketed as pharmaceutical companies employ insidious, often illegal tactics to inflate diagnoses of disorders and convince parents their children require medication. A highly sophisticated marketing industry deploys increasingly subtle and powerful tactics to play on childrens intense emotions and desires and to lure them into obsessive consumerism. Computer game designers craft techniques to titillate children with sex and violence, while social media developers infiltrate and shape childrens social and emotional worlds to compel them to spend more and more monetizable time online. Americas schools are being transformed into profit centers while children are subjected to increasingly regimented teaching that thwarts curiosity and creativity, numbing the joy of learning. And childrens chronic health problems, from asthma to cancer, autism, and birth defects, steadily escalate as thousands of new industrial chemicals are dumped into their environments. Nelson Mandela once sagely remarked that there can be no keener revelation of a societys soul than the way it treats its children. The problem today, as Joel Bakan reveals, is that business interests have made protecting children extremely difficult. Corporations pump billions into rendering parents and governments powerless to shield children from an unrelenting commercial assault, with the

result that after a century of progress, during which protective laws and regulations were widely promulgated, children are once again exposed to substantial harms at the hands of economic actors. Childhood Under Siege leaves no room for doubt that this assault on childhood is a major crisis of our time. A powerful manifesto for urgent change, it empowers us to shield our own children while offering concrete and realistic proposals for legal reforms that would protect all children from these predatory practices.

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and of societys **Interview with Joel Bakan, Author of Childhood Under Siege: How** Editorial Reviews. Review. Childhood Under Siege is a compelling call to arms in the covert war for our childrens minds, health, and future. Joel Bakan **Childhood Under Siege: How Big Business Targets Children** Aug 25, 2011 An Op Ed in The New York Times by Joel Bakan, a law professor at the University of British Columbia, is the author of Childhood Under Siege: **Childhood Under Siege: How Big Business Targets Children: Joel** Buy Childhood Under Siege: How Big Business Targets Children by Joel Bakan (ISBN: 9781439121207) from Amazons Book Store. Free UK delivery on **The Knoll: Book Review**Joel Bakans childhood under siege: how In Childhood Under Siege: How Big Business Targets Children, Joel Bakan reveals the astonishingly callous and widespread exploitation of children by **Reviews of Childhood Under Siege - Joel Bakan ?Author** Childhood Under Siege: How Big Business Callously Targets Children. by Joel Bakan. University of British Columbia law professor Joel Bakan scored a surprise **Childhood Under Siege: How Big Business Targets Children by Joel** Buy Childhood Under Siege: How Big Business Ruthlessly Targets Children by Joel Bakan (ISBN: 9781847920577) from Amazons Book Store. Free UK **Childhood Under Siege: How Big Business Targets Your Children** Childhood Under Siege: How Big Business Targets Children [Joel Bakan] on . \*FREE\* shipping on qualifying offers. From the writer of the hit film **none** Aug 26, 2011 If a group of legislators or policy-makers concerned about protecting children and childhood from being targeted by corporations were looking **Childhood Under Siege: How Big Business Targets Children** Childhood Under Siege: How Big Business Targets Children [Joel Bakan] on . \*FREE\* shipping on qualifying offers. Corporations have found a **Childhood Under Siege: The Corporate Assault on Children and** Childhood Under Siege by Joel Bakan - Bakan offers passionate argument and copious research in this compelling How Big Business Targets Your Children. **Joel Bakan: Childhood Under Siege. How Big Business Callously** Childhood Under Siege has 136 ratings and 27 reviews. This book exposes the seamy underbelly of big business and its drive for the almighty dollar. Should young children be the target of unfettered and sophisticated marketing by **Childhood Under Siege: How Big Business Targets Children** In Childhood Under Siege: How Big Business Targets Children (Free Press/August 9, 2011/\$26.00 hardcover), Joel Bakan reveals the astonishingly callous and **Childhood Under Siege, By Joel Bakan The Independent Childhood under siege : how big business targets children** : Childhood Under Siege: How Big Business Targets Children (Audible Audio Edition): Joel Bakan, Rebecca Jenkins, Inc. Post Hypnotic Press: **Childhood Under Siege: How Big Business Targets Children by Joel** Aug 9, 2011 The Hardcover of the Childhood Under Siege: How Big Business Targets Children by Joel Bakan at Barnes & Noble. FREE Shipping on \$25 or **Childhood Under Siege: How Big Business Targets Children** Joel Bakan: Childhood Under Siege. How Big Business. Callously Targets Children, Free Press, US: Simon and. Schuster UK: The Bodley Head, Random **none** There can be no keener revelation of a societys soul than the way in which it treats its children. Nelson Mandela. Joel Bakan, author of the international