

Branded: The Buying And Selling Of Teenagers By Alissa Quart

By Alissa Quart

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Alissa Quart (born 1972) is an American nonfiction writer, critic, journalist, editor, and poet. Her books are Republic of Outsiders: The Power of Amateurs, Dreamers

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Branded: The Buying and Selling of Teenagers. Alissa Quart. New York: Basic Books, 2003.

247 pp. \$14.95 hbk. Unlike the products she discusses in her book, Alissa

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In Branded, Alissa Quart illuminates the unsettling new reality of marketing to teenagers,

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Branded: The Buying and Selling of Teenagers. courtesy of Alissa Quart, whose new book, Branded, plumbs the depths of contemporary marketing to teens. In Quart's

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For the readers still waiting for a substantive follow-up to Naomi Klein's No Logo, this is the book. Quart, a former media columnist for the Independent, follows the

Branded : the buying and selling of teenagers -

Alissa Quart takes the reader into the disturbing world of teen marketing, showing how they are taught to market to each other and where adults build careers out of

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Alissa Quart Branded: The Buying And Selling Of Teenagers Language: English Category: Product Management Pages: 272 Publisher: Basic Books; Reprint

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Branded: The Buying and Selling of Teenagers. Alissa Quart. Published by Perseus Publishing (2003) ISBN 10: 0738206644 ISBN 13: 9780738206646

CiteULike: Branded: The Buying and Selling of -

Alissa Quart. (12 February 2004). {An incisive expos of the underhanded advertising initiatives that target teens-and an exploration of their disturbing

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