

# Children As Consumers: Insights And Implications By James U. McNeal

By James U. McNeal

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## From Savers to Spenders: How Children Became a -

Consumers: Insights and Implications James U. McNeal is professor of marketing at Texas A&M University and the author of many works on issues of consumer

<http://www.medialit.org/reading-room/savers-spenders-how-children-became-consumer-market>

## Publication List - Texas A&M University -

Investigating the school improvement zone of a large urban school district in United States. Journal of Consumer implications. The Journal of

<http://directory.cehd.tamu.edu/journalpubs.epl?jid=0>

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<http://www.bestxbook.tk/post/Children-As-Consumers-Insights-Implications/>

## Final Year project report, synopsis, thesis for -

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<http://www.campusoxide.com/skyDocumentView/Children-%26-Advertising-Children-as-Consumers-Insights-and-Im-pass/574>

## www.paho.org -

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<http://www.paho.org/hq/dmdocuments/2010/Children%20as%20Consumers%20of%20Commercial%20and%20Social%20Products.pdf>

## Consumerism: Driving teen egos--and -

a concept that's been offered to marketers by psychologists including James McNeal, consumers, agrees psychologist children to spend time away from

<http://www.apa.org/monitor/jun04/driving.aspx>

## National Journal - Official Site -

providing influentials in public policy and business with the insights they need to make government work. National Journal Hotline's daily guide to 2016.

<http://www.nationaljournal.com/>

### **Understanding Children As Consumers: Toward an -**

UNDERSTANDING CHILDREN AS CONSUMERS: work on understanding families from a child's perspective offers many insights as to how we too may gain a child's

<http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=11328>

### **Book Reviews : Children as Consumers: Insights and -**

Book Reviews : Children as Consumers: Insights and Implications by James U. McNeal (Lexington, MA: Lexington Books, D.C. Heath and Company, 1987, 211 pp., \$

<http://jam.sagepub.com/content/17/4/356.2.extract>

### **The active role of children as consumers - Emerald -**

Purpose This article seeks to make a critical contribution to the contemporary debate on the active role of children as consumers, exploring the different

<http://www.emeraldinsight.com/doi/ref/10.1108/17473611211203920>

### **What brand do you eat? The influence of food -**

Research limitations/implications children become consumers in a socioeconomic and cultural environment that may account for children's McNeal, J.U. (1999

<http://www.emeraldinsight.com/doi/full/10.1108/YC-11-2014-00490>

### **Sociology - SlideShare -**

Jan 19, 2013 167 Global Implications 1759 Social Stratification in the United States Almost half of women with children younger

<http://www.slideshare.net/cuenquita12/sociology-16089155>

### **The Advertising Research Foundation - Past Forums -**

The ARF is the premier foundation in the advertising industry for creating, aggregating, synthesizing and sharing knowledge.

<http://thearf.com/past-forums.php>

### **Consumption and Consumerism Global Issues -**

This section on the globalissues.org web site provides an insight into deeper issues of consumption and consumerism. Children as Consumers. Last updated Sunday,

<http://www.globalissues.org/issue/235/consumption-and-consumerism>

### **Amazon.co.jp Children As Consumers: Insights and -**

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<http://www.amazon.co.jp/Children-As-Consumers-Insights-Implications-x/dp/0669130877>

### **Managed Consumerism In Health Care -**

The future of market-oriented health policy and practice lies in managed consumerism Consumer The Dartmouth Atlas of Health Care in the United States

<http://content.healthaffairs.org/content/24/6/1478.full>

### **The Stealth Marketing to Manipulate Your -**

Jun 07, 2013 "Drawing on the insights raising urgent questions about the ethics of children's marketing It's about turning children into loyal lifelong consumers.

<http://articles.mercola.com/sites/articles/archive/2013/06/08/children-marketing.aspx>

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<http://www.amazon.it/Children-As-Consumers-Insights-Implications/dp/0669130877>

### **Globalization Facts, information, pictures | -**

His successors wrestled with the implications of globalization at home and abroad. James H. The Globalization Syndrome: Children, as consumers of commodity

<http://www.encyclopedia.com/topic/Globalization.aspx>

### **Amazon.com: Children As Consumers: Insights and -**

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### **Location & Availability for: Children as consumers -**

APA Citation. McNeal, James U. (1987) Children as consumers :insights and implications Lexington, Mass. : Lexington Books, MLA Citation

[http://vufind.carli.illinois.edu/vf-uiu/Record/uiu\\_974282](http://vufind.carli.illinois.edu/vf-uiu/Record/uiu_974282)

### **Multiculturalism (Stanford Encyclopedia of -**

Sep 23, 2010 Multiculturalism is a body of thought in political philosophy James Tully surveys the language of historical and (including children);

<http://plato.stanford.edu/entries/multiculturalism/>

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<http://www.worldcat.org/oclc/13821489?page=refworks>

### **Children as consumers: Insights and implications -**

McNeal, J. V. (1987). Children as consumers: Insights and implications. Lexington, MA: Lexington Books.

<http://childfinanceinternational.org/component/mtree/kb/global-platforms/lifeskills-education/children-as-consumers-insights-and-implications>

### **Consumer and Market Insights Dairy Market in -**

Marketreports on India presents the latest report on Consumer and Market Insights: Children's. Fiction & Literature the implications behind the data

<https://www.scribd.com/doc/273117826/Consumer-and-Market-Insights-Dairy-Market-in-India>

### **Consumer and Market Insights: Dairy Market in the -**

Aug 02, 2015 they need to show how their products meet the specific nutritional needs of children, or older adults Synopsis Consumer and Market Insights:

<http://www.marketwatch.com/story/consumer-and-market-insights-dairy-market-in-the-uk-2015-08-03>

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## **Journal of Consumer Marketing - Emerald Insight -**

Citation: James U. McNeal, Mindy F. Ji, (1999) "Chinese children as consumers: an analysis of their new product information sources", Journal of Consumer Marketing

<http://www.emeraldinsight.com/doi/ref/10.1108/07363769910277166>

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