

Children As Consumers: Insights And Implications

By James U. McNeal

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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

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

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

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