



# Buy, Buy Baby: How Consumer Culture Manipulates Parents and Harms Young Minds

*Susan Gregory Thomas*

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Our kids are becoming consumers at an alarmingly young age. Many children are already asking for products by brand name at age two. Toy and media corporations have long manipulated the insecurities of parents to move their products, but *Buy, Buy Baby* unveils the chilling fact that these companies are now using and often funding the latest research in child development to enable them to sell directly to babies and toddlers. Susan Gregory Thomas presents shocking evidence that some of these products actually impair development and could harm our kids socially and cognitively, for life.

The good news is that parents can overcome this dangerous economic and cultural shift. Blending prodigious reportage with an empathic voice, Thomas shows how we can help our children live at their natural pace, not the frenetic clip that serves only the toddler-industrial complex. *Buy, Buy Baby* helps us fight the power that marketers wield by exposing the false fears they spread.



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