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Kidnapped: How Irresponsible Marketers are Stealing the Minds of Your Childre.

By Acuff, Daniel S.

Kaplan Business, UK. Paperback. Condition: New. First Edition. 265 pages. Available Now. Synopsis : Children are sitting ducks in today's high-powered world of commercialization. According to a 2004 study by the American Psychological Association, companies spend \$12 billion annually on advertising aimed directly at children and teens. Children today watch close to a thousand of hours of television every year, the obesity rate of youth ages six to 19 has tripled over the past thirty years, approximately 80 per cent of videogames contain some form of violence, and about 70 per cent of television programming has some sort of sexual content. America's children are under assault, and a new book from educational researchers Daniel S. Acuff, PhD, and Robert H. Reiher, PhD will help parents protect their children. In "Kidnapped: How Irresponsible Marketers are Stealing the Minds of Your Children", Drs. Acuff and Reiher explore the development stages from birth through adolescence and showing what kinds of messages children can "tolerate" at each stage.: Concerned parents, marketers, and educators will learn: 12 brain-based learning principles that guide child development today; 15 developmental "blind spots" that make children sitting ducks for advertisers and marketers; techniques for helping children become more ad...



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