

# **Childhood Under Siege: How Big Business Ruthlessly Targets Children**

**By Joel Bakan**

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This is the story of how big businesses are transforming our children into obsessive and narcissistic mini-consumers, media addicts and pharmaceutical industry

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There is now an estimated 1 trillion dollars of buying power in the hands of children. Food and drink industries spend billions each year

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Children, it argues, are now perceived as a resource to be mined for profit. It takes us on a dystopian journey through a world of cynical exploitation, callous

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