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Polity Press. Paperback. Book Condition: new. BRAND NEW, The Material Child, David Buckingham, Children today are growing up in an increasingly commercialised world. But should we see them as victims of manipulative marketing, or as competent participants in consumer culture? The Material Child provides a comprehensive critical overview of debates about children's changing engagement with the commercial market. It moves from broad overviews of the theory and history of children's consumption to insightful case studies of key areas such as...

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