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Sommario/riassunto	This eBook is the embodiment of a conviction that: Ethical marketing is good for business; Just as marketing for a social goal need not rule out a commercial one, marketing to children and a commercial focus are not mutually exclusive; and By taking 'collective responsibility', brands and marketers can, and should, be making a positive difference to modern childhood. Candy-coated Marketing portrays marketing to children as a widespread and often inappropriate business practice, but it also corroborates marketing's ability to evoke and elicit change. Ult