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and External Perspectives"; "The problem"; "The internal and external perspective of the law"
"The applicable Swedish law concerning children and TV advertising"
An external view of the relevant legislation a€? the power of children to act"; "Conclusions"; "References"; "4 Young People and Consumption: Commonalities and Differences in the Construction of Identities"; "Consumption and young peoplea€™s identities"; "Reasons for buying particular things"; "Consumption and transactions between children and parents"; "Conclusion"; "References"; "5 Children and Promotion: The Role of Advertising and Marketing in Innovation"; "Advertising to children and innovation"
"Changing media""In summarya€?"; "Advertising in schools"; "Dental health/diet/obesity"; "Whata€™s on?"; "Understanding intent"; "Effects and influence"; "Types of advertising"; "Junk food!"; "Celebrity endorsement"; "Approaching the subject"; "References"; "6 Childrena€™s and Adolescentsa€™ Use of the Internet a€? with Focus on Tweens"; "What is the Internet?"; "International research"; "Tweens"; "What is the definition of a€?tweensa€?"; "Tweensa€™ use of the Internet"; "Concerns about the Internet"; "Tweens a€? between media and consumption"
"References""7 The Invention of the Child Consumer: What is at Stake for Marketing Practice and Research?"; "Introduction: The child as a target for marketing management"; "Part I - The progressive connection of children with consumption"; "Part II - Childrena€™s consumerism: The new frontier of managerial practice?"; "Conclusion: Towards a transformational agenda for marketing management and research"; "References"; "8 Children as Change Agents in the Pursuit of the Competencies of theFuture"; "Prelude"; "Background and purpose"; "Why this interest from a toy company?"
"Results from LEGO Research among children"
