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""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""