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Sommario/riassunto	This ebook of Young Consumers addresses matters of consumption from the perspective of new parents and their children. Papers in this volume explore the significance of consumer culture for new parents, the diversity of consumption practices available to them and the parenting styles they may imagine or inhabit through engagement with the market. From the routine purchase of baby products and other forms of provisioning, the papers in this collection examine the 'work' of commodities in preparation for parenthood. Papers discuss the expansion of the commercial sphere and the increasing commodi