

1. Record Nr.	UNINA9910820650803321
Autore	Gidney Catherine (Catherine Anne), <1969->
Titolo	Captive Audience : How Corporations Invaded Our Schools // Catherine Gidney
Pubbl/distr/stampa	Toronto : , : Between the Lines, , [2019] ©2019
ISBN	9781771134279 9781771134262
Edizione	[First edition.]
Descrizione fisica	1 online resource (241 pages)
Disciplina	331.1
Soggetti	Business and education - Canada Advertising and children Advertising in educational media Corporate sponsorship - Canada
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The corporate invasion of Canadian schools reached unprecedented heights in the 1990s and 2000s after two decades of federal funding cuts. Captive Audience explores this compelling history of commercialism and branding within the grade-school classroom.