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Nota di contenuto	Introduction: Without Training Wheels: The Ride into Another Century of Capital; Chapter 1: Cradle to Grave: Children's Marketing and the Deconstruction of Childhood; Chapter 2: Lost Kingdoms: Little Girls, Empire, and the Uses of Nostalgia; Chapter 3: Of Cowboys and Indians Hollywood's Games with History and Childhood; Chapter 4: Obsolescence and Other Playroom Anxieties: Toy Stories over a Century of Capital; Chapter 5: The Children Who Need No Parents; Chapter 6: The Burdens of Time in the Bourgeois Playroom Chapter 7: Free Market, Branded Imagination: Harry Potter and the Commercialization of Children's Culture Conclusion: All That is Solid Melts into Air; About the Author
Sommario/riassunto	""This book is a welcome addition to the literature on children and the media, and a most stimulating application of social theory to questions of the child in contemporary film and consumer culture.""-Ellen Seiter, author of The Internet Playground: Children's Access, Entertainment and Mis-Education Since the 1980's, a peculiar paradox has evolved in American film. Hollywood's children have grown up, and the adults are looking and behaving more and more like children. In popular films

such as Harry Potter, Toy Story, Pocahantas, Home Alone, and Jumanji,  
it is the children who ar

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