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Nota di contenuto	<p>""Frontrunners or Copycats?""; ""Table of contents""; ""Preface""; ""Introduction Frontrunners or Copycats?""; ""1 Understanding and Theorizing Modern Childhood in Denmark: Tendencies and Challenges""; ""Children and the welfare state: From private to shared responsibility""; ""Children as political subjects""; ""The a€? schoolificationa€? of children""; ""Institutionalized individualization and individualized institutionalization""; ""New a€?ideals of normalitya€?""; ""The competent child as compulsive idea""; ""Persisting ambiguities in modern childhood""; ""References""</p> <p>""2 Children as Innovators and Opinion Leaders""""Background""; ""The Theory of Diffusion of Innovations""; ""Social influence""; ""Innovators and opinion leaders""; ""Opinion leadership and innovators among children""; ""Overlap among innovators""; ""Overlap among opinion leadership""; ""From where do children get information about new products?""; ""Conclusion and further research questions""; ""References""; ""3 Children, TV Advertising and the Law a€? Internal and External Perspectives""; ""The problem""; ""The internal and</p>

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€?tweena€?";

"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"

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## Sommario/riassunto

"Frontrunners or Copycats? presents various perspectives on children, adolescents, consumption and media. Most of the articles in the book are edited papers from an International Seminar held at The Copenhagen Business School. "

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