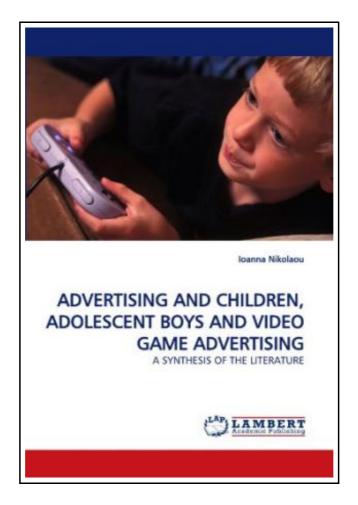
# ADVERTISING AND CHILDREN, ADOLESCENT BOYS AND VIDEO GAME ADVERTISING



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#### Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A SYNTHESIS OF THE LITERATURE | Concerns about advertising to children has inspired substantial research and stimulated a debate among scholars, business leaders, consumer advocates, and policy makers since the early 1970's. The purpose of this book is to examine the effects of advertising on children's buying behavior, and social reactions. It investigates particularly video game advertising and its connection with adolescent boys, examining how it affects their attitudes. Having explored the above, the book attempts to scrutinize whether there is a connection between masculinity and the effects of violent video games on adolescent boys. | Format: Paperback | Language/Sprache: english | 116 pp.

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