

## Parenting, Inc.: How the Billion-Dollar Baby Business Has Changed the Way We Raise Our Children



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Holt Paperbacks, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "An entire industry preys on parental anxiety. Paul nicely dismantles the claim [and] tries to lead us out of the catastrophization of childhood." The New York Times Book Review "Fascinating. Paul shows how companies selling everything from infant movement monitors to education DVDs have built a booming business convincing parents they cannot trust their children's safety or well-being to themselves." Reuters "[Parenting, Inc. ] offers the reader a distilled version of the parenting products and services that are truly useful, as opposed to those that prey on our fears." Cookie magazine "Paul has cleverly identified this subset of our consumer culture run wild. Perform[s]a useful service, debunking the most absurd of the baby-marketers' claims." New York Observer "Sing it, sister Pamela! At last, a baby-book trend even a father can dig." The Globe and Mail (Toronto) "An absorbing examination of the commercialization of parenting." The Guardian (London) "Through interviews. Paul helps consumers figure out for themselves just what items they need and which ones are a complete waste of money. Her book is part investigative journey, part resource manual." The Post and Courier (Charleston, S.C.) "Paul. looks closely at the nonstop spending spree associated with parenting (designer shoes for newborns, anyone?) and offers a sobering critique of the combined industries she dubs "Big Baby." Time Out New York Kids "Paul's journey through the maze [of marketing] is frightening and, frankly, a bit embarrassing. Her conclusions champion restraint." Courier-Journal (Louisville) "A meticulously researched piece of cultural criticism. Parenting, Inc. just might reassure [parents]." St. Petersburg Times "Before you plunk down forty bucks for a Christian Dior pacifier, think about Paul's warning about a consumer-driven culture that's raising over-protected, over-stimulated, and over-provided-for children."CNBC Business...



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