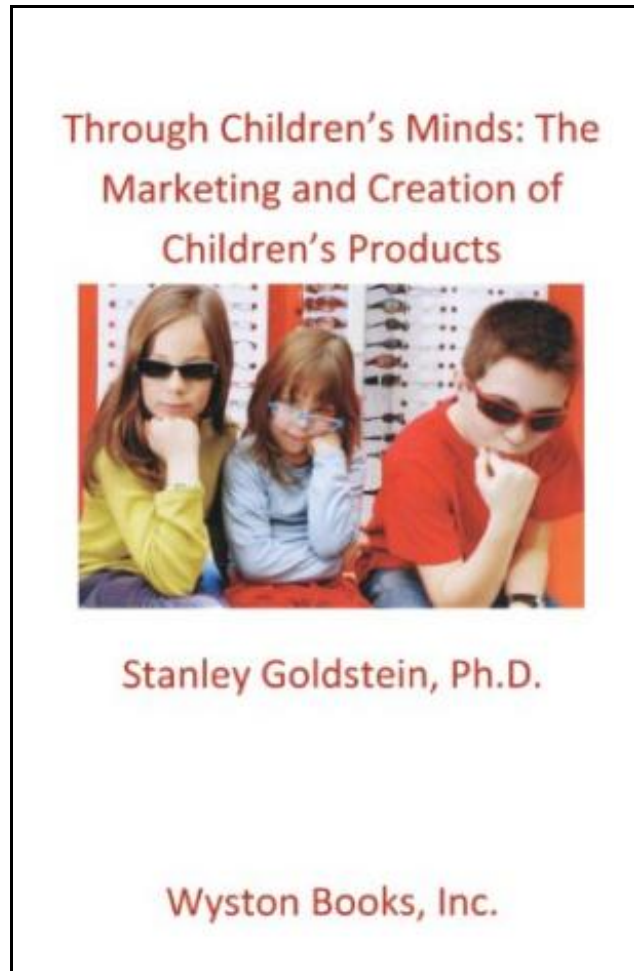


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Reviews

Basically no words to clarify. Of course, it is perform, still an amazing and interesting literature. Its been printed in an exceptionally basic way which is only soon after i finished reading through this ebook where actually altered me, change the way i really believe.

(Newton Runolfsson)

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Wyston Books, Inc. Paperback. Condition: New. 206 pages. Dimensions: 8.4in. x 5.4in. x 0.5in. In recent decades, few markets have increased so dramatically as that of children and few are as important. Successful products can foster a lifetime of brand loyalty while a failed product or marketing campaign can cause a lifetime of rejection. Yet some companies, not realizing the unique psychology of children, create products or market them to children based on faulty ideas, later wondering why they were unsuccessful despite great effort and financial investment. The minds of children differ profoundly from those of adults and to successfully market and create childrens products requires knowledge of these differences. Though childrens behavior can seem quirky and inexplicable, it possesses an inherent logic which can be understood by adults and is described in this book. Through Childrens Minds provides sophisticated information about the childrens marketplace, marketing and creating childrens products, and what children like and dislike in television and other media. Dr. Stanley Goldstein is an author and psychologist who has appeared on national broadcasts including The Larry King Show and CourtTV. Contents: Authors Note9 Foreword: Who Should Read This Book11 Introduction: How the Marketing to Children Began15 Chapter 1: What Children Are Really Like21 Chapter 2: The Behavior of the Child As Customer31 Chapter 3: The Psychology of the Child As Customer35 Chapter 4: Why Children Buy. . . 45 Chapter 5: How Child Customers Differ From Adult Customers51 Chapter 6: Maturing From Child to Adult Customer57 Chapter 7: The Child As Influencer of Family Purchases59 Chapter 8: The Global Childrens Market67 Chapter 9: Developmental Changes in Play73 Chapter 10: Child Psychology and Childrens Products81 Chapter 11: The Art of Developing Childrens Products89 Chapter 12: The Uniqueness of Marketing to Children99 Chapter 13: What You Must Know to Create New Marketing Ideas107...



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