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Susan Gregory Thomas is a journalist and the author of Buy, Buy Baby: How Consumer Culture Manipulates Parents and Harms Young Minds. Formerly a senior editor at U.S. News & World Report and co-host of public television's Digital Duo, she has also written for Time, The Washington Post, and Glamour, among others.

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Buy, Buy Baby exposes that companies use, and often fund, research in child development to market more effectively to babies and toddlers. This exploitation has broad and negative impacts on child development.

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Parents buy videos and toys marketed as tools so that baby's every free moment can be a learning opportunity, even if there's no evidence that babies learn anything from these products.

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What Is Consumer Culture? | Chron.com

Bringing up a child in a world of a consumer culture and corporate-controlled world has never been trickier. Before children are branded for life by McDonalds, Disney, Nickelodeon, or any other profit-driven group, parents need to know the facts, the issues, and the gray areas that Susan Gregory Thomas illuminates in Buy, Buy Baby.

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