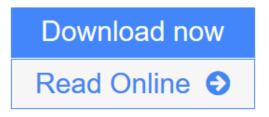


Advertising to Children: Concepts and Controversies (1-Off Series)



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This volume presents cutting-edge research designed to stimulate and inform this debate. Topical issues such as smoking and alcohol consumption highlight this issue from all perspectives.

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