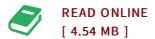




What Kids Buy: The Psychology of Marketing to Kids (Paperback)

By Robert H. Reiher, Daniel S. Acuff

SIMON SCHUSTER, United States, 1999. Paperback. Book Condition: New. 234 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****. If you re in the business of marketing or developing products and programs for kids, What Kids Buy and Why belongs in your office. How can you create outstanding products and programs that will win in the marketplace and in the hearts of kids and parents? Dan S. Acuff and Robert H. Reiher have invented a development and marketing process called Youth Market Systems that puts the needs, abilities, and interests of kids first. This system makes sure you won t miss the mark whether you re trying to reach young children or teens, boys or girls, or whether you re selling toys, sports equipment, snacks, school supplies, or software. Based on the latest child development research, What Kids Buy and Why is full of provocative information about the cognitive, emotional, and social needs of each age group. This book tells you among other things--why 3-through-7-year-olds love things that transform, why 8-through-12-year-olds love to collect stuff, how the play patterns of boys and girls differ, and why kids of all ages love slapstick. What Kids Buy and...



Reviews

I actually started out looking at this book. It really is rally interesting throgh studying time period. I am just happy to inform you that here is the greatest ebook i have read through within my personal daily life and could be he best book for possibly.

-- Miss Myrtice Heller

Simply no phrases to explain. It is definitely simplistic but shocks from the fifty percent from the pdf. You may like the way the blogger write this ebook.

-- Antonetta Tremblay

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Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 \times 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



Mother Carey s Chickens (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 228 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****. Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...



The Mystery of God's Evidence They Don't Want You to Know of (Paperback)

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****. Save children's lives learn the discovery of God Can we discover God? What does science prove? Why we were never...



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English. Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



The Savvy Cyber Kids at Home: The Defeat of the Cyber Bully (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. Taylor Southerland (illustrator). 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The adventures of CyberThunder (Tony) and CyberPrincess (Emma) continue in The Savvy Cyber Kids at Home: The...



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

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