



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

By Paul, Pamela

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...



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