

# Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

To gain the most competitive edge, marketers must continually optimize their promotional strategies. While the adult population is a prominent target, there is significant market potential for young consumers as well.

**Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations** presents a dynamic overview of the best practices for marketing products that target children as consumers and analyzes the most effective promotional strategies being utilized. Highlights both the advantages and challenges of targeting young consumers.

## Readers:

This book is a pivotal reference source for marketers, professionals, researchers, upper-level students, and practitioners interested in emerging perspectives on children's consumption behavior.

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## Topics Covered:

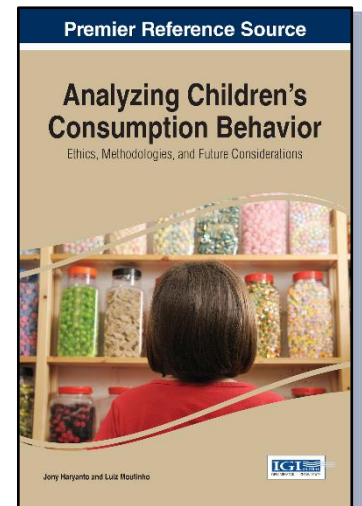
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