



# The Business of Children's Entertainment

*Norma Odom Pecora PhD*

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For over 20 years, the development of children's television programming has been subsidized by toy manufacturers. The result has been an increased commercialization of children's popular culture--the creation of a "material world" of childhood characterized by brand-name toys, games, clothing, and television characters. Drawing on historical background and case studies, this book presents a unique look at the development of children as targets of the media and commercial industries, and examines the economic and social forces that have defined the evolution of children's entertainment.

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