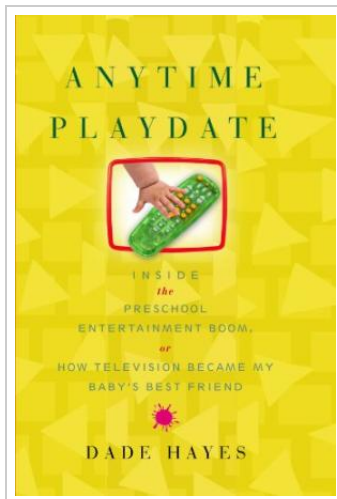




Anytime Playdate: Inside the Preschool Entertainment Boom, Or, How Television Became My Baby's Best Friend (Paperback)

By Dade Hayes

Atria Books, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In this eye-opening book, the first to investigate the explosion of the multibillion-dollar preschool entertainment business and its effects on families, Dade Hayes -- an entertainment expert, author, and concerned father -- lifts the veil on the closely guarded process of marketing to the ultra-young and their parents. Like many parents, Dade Hayes grabbed me time by plopping his daughter in front of the TV, relaxing while Margot delighted in the sights and sounds of Barney and the Teletubbies. But when Margot got hooked, screaming whenever the TV was turned off, Hayes set out to explore the vast universe of this industry in which preschoolers devour \$21 billion worth of entertainment. Going behind the scenes to talk with executives, writers, and marketers who see the value of educational TV, Hayes finds compelling research that watching TV may raise IQs and increase vocabularies. On the other side, he brings in the voices of pediatricians and child psychologists who warn against babysitter TV and ask whether TV trance is healthy -- in spite of the relaxation that the lull affords exhausted parents -- as recent studies...



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