

kidfluence



Kidfluence details the latest research on the demographic and socio-cultural trends of young adults born after 1980--Generation Y. This what works and what doesnt book provides marketers and advertisers with sometimes-surprising findings on what information and products these kids really want, and how to reach them most effectively without turning them off completely.

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trends relating to the youth market and shows marketers and advertisers what **Kidfluence** N.B: Kidfluence is an American book and thus speaks overrepresentation 1 the American society. But I think that the role of children becomes simple/continuous also **Kidfluence: Why Kids Today Mean Business: Anne Sutherland, Beth** kidfluence: The influence that children exert, both directly and indirectly, on the consumer decisions made by their parents.

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