



Branded: The Buying And Selling Of Teenagers

Alissa Quart

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Generation Y has grown up in an age of the brand, bombarded by name products. In *Branded*, Alissa Quart illuminates the unsettling new reality of marketing to teenagers, as well as the quieter but no less worrisome forms of teen branding: the teen consultants who work for corporations in exchange for product; the girls obsessed with cosmetic surgery who will do anything to look like women on TV; and those teens simply obsessed with admission into a name-brand college. We also meet the pockets of kids attempting to turn the tables on the cocksure corporations that so cynically strive to manipulate them. Chilling, thought-provoking, even darkly amusing, *Branded* brings one of the most disturbing and least talked about results of contemporary business and culture to the fore-and ensures that we will never look at today's youth the same way again.

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