

Recommended Reading

Acuff, Dan. S. and Robert H. Reiher. *What Kids Buy and Why: The Psychology of Marketing to Kids*. New York: The Free Press, 1997.

Arnold, Morgan J., PhD. *NeoPets 2002 Study: The Wireless Generation*. March 25, 2002.

Del Vecchio, Eugene. *Creating Ever-Cool, A Marketer's Guide to a Kid's Heart*. Greta, LA: Pelican Publishing Company, 1998.

Jones, P. (2003, March). To the teen core: A librarian advocates building collections that serve YA Readers. *School Library Journal*, 49(3), 48-51. [Electronic version].

Lindstrom, Martin and Patricia B. Seybold. *Brand Child: Remarkable Insights into the Minds of Today's Global Kids and their Relationships with Brands*. London and Sterling, VT: Kogan Page Limited, 2003.

McNeal, James U. *Kids Market: Myths and Realities*. Ithaca, NY: Paramount Market Publishing, Inc. 1999.

Rosen, Elliott. *Anatomy of a Buzz: How to Create Word-of-Mouth Marketing*. New York, Doubleday, 2000.

Siegel, David L., Timothy J. Coffey, and Gregory Livingston. *The Great Tween Buying Machine: Capturing Your Share of the Multibillion Dollar Tween Market*. Ithaca, NY: Paramount Market Publishing, Inc. 2004.

Sullivan, Michael. *Connecting Boys with Books: What Libraries Can Do*. Chicago: ALA, 2003.