

Contents

Acknowledgements	ix
1. Introduction	1
2. "Discovering" the tween	14
3. Girls just wanna have fun	34
4. Selling the in beTween	54
5. Momma's little shoppers: Upaging the child	77
6. Selling cool: Downaging the teen	106
7. Conclusion	141
Notes	155
Bibliography	161
Index	185