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## Packaging Girlhood: Rescuing Our Daughters from Marketers Schemes

By Clinical Psychologist and Associate Professor of Psychology  
Sharon Lamb, Lyn Mikel Brown

GRIFFIN, United States, 2007. Paperback. Book Condition: New. annotated edition. 231 x 155 mm. Language: English . Brand New Book. Winner of the Books for a Better Life Award Every parent who cares about empowering her daughter should own a copy. - Rachel Simmons, author of *Odd Girl Out: The Hidden Culture of Aggression in Girls* . .a must-read for parents and teachers who want to steer girls away from marketing schemes that distort female power and authority and toward true self-acceptance and authentic empowerment. -- Polly Young Eisendrath, author of *Women and Desire* and *The Resilient Spirit* The image of girls and girlhood that is being packaged and sold to your daughter isn't pretty in pink. It is stereotypical, demeaning, limiting, and alarming. Girls are besieged by images in the media that encourage accessorizing over academics; sex appeal over sports; fashion over friendship. *Packaging Girlhood* exposes these stereotypes and gives you guidance on how to talk with your daughters about these negative images and provides you with tools and information on how to help your girls make more positive choices. A tour de force of excellent scholarship put in a very readable context and chockfull of practical suggestions...



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