

## Issues

Sorted by Call Number / Author.

- 174 ROL            Roleff, Tamara L., 1959-. Cloning. San Diego, CA : ReferencePoint Press, c2009.  
Should cloning be used in animals? -- Is human cloning ethical? -- Is embryonic stem cell research ethical? -- What policies should govern cloning?. Provides an overview of issues associated with cloning and contains primary source quotes and statistics on related topics, including cloning animals, the ethical aspects of the science, embryonic stem cell research, and policies.
- 174.2 FRI            Friedman, Lauri S. Is stem cell research necessary? San Diego, CA : ReferencePoint Press, c2010.  
What are the origins of the stem cell controversy? -- What benefits could stem cell research offer? -- Should scientific promise outweigh moral concerns? -- Are there effective alternatives to embryonic stem cell research? -- Should the government support stem cell research?. Provides an overview of issues associated with the debate on stem cell research, discussing the origins of the controversy, possible benefits, whether scientific promise outweighs moral concerns, alternatives to embryonic stem cell research, government support, and more.
- 174.2 MAR            Marzilli, Alan. Stem cell research and cloning. New York : Chelsea House Publishers, c2007.  
Explores the legal and political issues concerning the controversy over stem cell research and therapeutic cloning, including the debates over both federal and privately funded research.
- 174.2 MOO            Moore, Pete, 1962-. Stem cell research. 1st ed. New York : Rosen Central, 2012.  
Discusses what stem cells are, where are they from, and what they possibly could accomplish and discusses the ethical and moral debates on their use and the legal ruling thus far.
- 179 SZU            Szumski, Bonnie, 1958-. Is animal experimentation ethical? San Diego : ReferencePoint Press, c2012.  
Examines opposing viewpoints surrounding animal experimentation, with facts, personal accounts, direct quotations, sidebars, and more.
- 179.7 BAI            Bailey, Jacqui. Abortion. 1st ed. New York : Rosen Central, 2012.  
Real-life case study -- What is abortion? -- The role of law -- Health and welfare -- In the past -- A question of life -- Whose right? -- A continuing debate. Addresses some of the issues surrounding the debate over abortion in various areas of the world.
- 302.23 MAR            Marcovitz, Hal. Bias in the media. Detroit : Lucent Books, c2010.  
Examines the role of the media in American society and it has been used to promote specific political or social agendas.
- 303.3 ALL            Allman, Toney. Cliques. Detroit : Lucent Books, c2011.  
"Lunch tray moments" -- Circle of friends -- Cliques and social cruelty -- Cliques and school violence -- Can cliques be discouraged? -- Society and the development of cliques. An exploration of cliques that defines what they are, discusses their development and connection to school violence, and

examines if they can be discouraged.

306.3 CON

Consumer culture. Detroit : Greenhaven Press, c2011.

Consumer culture harms society / Benjamin Barber, interview by Kimberly Palmer -- Consumer culture benefits society / Howard Bloom -- Consumer culture harms children and teens / Madeline Levine -- Teen spending habits have changed / Natalie Zmuda -- Rejecting consumerism is beneficial / Amitai Etzioni -- Rejecting consumerism is not realistic / Tim Cavanaugh -- High socioeconomic status causes depression / Peter Dodson -- Advertising is to blame for overconsumption / Jean Kilbourne -- Human instinct is to blame for overconsumption / John Naish -- American consumers are becoming more careful spenders / Noreen O'Leary -- What you should know about consumer culture -- What you should do about consumer culture. Contains ten essays that provide varying perspectives on consumer culture, discussing whether consumer culture is harmful to society, teen spending habits, how high socioeconomic status can cause depression, overconsumption, and related topics, and including essays by Howard Bloom, Peter Dodson, Jean Kilbourne, and others.

306.84 AND

Andryszewski, Tricia, 1956-. Same-sex marriage : granting equal rights or damaging the status of marriage? Minneapolis : Twenty-First Century Books, c2012.

The background: gay rights in the United States -- Gay marriage as a religious issue -- What kind of country? -- Domestic partnership -- Gay family life -- Politics and legal developments in the 1990s -- Massachusetts and beyond. Draws on articles, anecdotes, and quotes from "USA Today" to explore the issue of same sex marriages, discussing the debate over the topic, political and cultural responses to same sex marriages, the history of gay rights, and other related topics.

306.84 NAG

Nagle, Jeanne. Same-sex marriage : the debate. New York : Rosen Pub., 2010. Same-sex marriage in the news -- The evolution of marriage -- Types of unions and their benefits -- Arguments for and against same-sex marriage -- Legal battles -- What the future may hold. An exploration of same-sex marriage that provides an overview of the history of marriage, discusses types of unions and their benefits, presents arguments on both sides of the debate, and examines related legal issues.

306.84 SPI

Spilsbury, Louise. Same-sex marriage. 1st ed. New York : Rosen Central, 2012. Addresses some of the issues surrounding the debate over same-sex marriage in various areas of the world.

306.84 STE

Sterngass, Jon. Same-sex marriage. New York : Marshall Cavendish Benchmark, c2012.

An issue takes shape -- A brief history of marriage -- The religious argument -- Procreation and children -- The civil rights debate -- The future of same sex marriage. Allows readers to use critical thinking to create informed opinions on where they stand on the issue of same sex marriage.

322 JUD

Judson, Karen, 1941-. Religion and government : should they mix? New York : Marshall Cavendish Benchmark, c2010.

Presents a series of essays that discuss issues concerning whether or not religion has a part in the governmental process and how attitudes toward religion and government affect how America deals with foreign nations.

323 CIV

Civil liberties. Detroit : Greenhaven Press, c2010.

Eighteen essays offer varying viewpoints on civil liberties issues, including safety versus liberty, racial profiling, wiretapping, free speech, and Internet censorship.

323 HUM

Human rights. Detroit : Greenhaven Press, c2010.

Health care is a human right / Benjamin Danielson and Hugh Foy -- Health care is not a human right / Donald J. Boudreaux -- Access to clean water is a human right / Maude Barlow -- Access to clean water is not a human right / Alex Robson -- Abortion is a human right / Patty Skuster -- Abortion is a violation of human rights / Derek Remus -- The United States is a beacon of human rights / The London Centre for the Study of Anti-Americanism -- The United States violates human rights / Human Rights Watch -- China has improved its human rights record / Wang Chen -- China violates human rights / U.S. Department of State -- Islam grants human rights / Abulrahman A. Al-Sheha -- Islam violates human rights / Deborah Weiss -- The United States should commit itself to protecting human rights in other countries / Ann-Louise Colgan -- The United States should not commit itself to protecting human rights in other countries / Steven Groves -- The United States should accept more refugees from Iraq / Justin Martin -- The United States should be wary of refugees it accepts from Iraq / Todd Bensman -- The United States should oppose the use of sweatshops / Rebecca Clarren -- The United States should not oppose the use of sweatshops / Benjamin Powell. A series of essays that express various perspectives on the issue of basic human rights, including government policies on human rights and human rights abuse.

323 HUM

Human rights. Detroit : Greenhaven Press, c2011.

A collection of essays that offers varying perspectives from countries around the world on issues related to human rights.

323.44 SEN

Senker, Cath. Privacy and surveillance. 1st ed. New York : Rosen Central, 2012. What are privacy and surveillance? -- In the privacy of your own home -- Schools under surveillance -- Watched at work -- Privacy and the media -- On the streets: surveillance to prevent crime -- Crime prevention behind the scenes -- Privacy and surveillance in the future. Discusses the ethical and moral debates surrounding the use of surveillance equipment by government and law enforcement and how it conflicts with individuals' rights to privacy.

325.73 MAR

Marcovitz, Hal. How should America respond to illegal immigration? San Diego, CA : ReferencePoint Press, c2012.

What are the roots of the controversy over illegal immigration -- Can America effectively seal its borders? -- Can illegal immigration be policed within US borders? -- Can other countries serve as models for US policies? -- Should Congress enact a path to citizenship?. Explores issues in the debate over illegal immigration in the United States, examining the roots of the controversy, and addressing questions of whether America can effectively seal its borders, if illegal immigration can be policed within U.S. borders, whether other countries can serve as models for U.S. policies, and whether Congress should enact a path to citizenship.

342.73 STE

Stearman, Kaye. Freedom of information. 1st ed. New York : Rosen Central, 2012.

Freedom of information : an overview -- Freedom of information legislation -

- Freedom of information and government -- Who uses freedom of information? -- Off limits/who decides what is secret? -- Blowing the whistle -- The future for freedom of information. Addresses some of the issues surrounding the debate over freedom of information in various areas of the world.

- 342.7308 EGE Egendorf, Laura K., 1973-. Free speech. San Diego, CA : ReferencePoint Press, c2008.  
Provides an overview of free speech and addresses questions about whether free speech should be limited, media censorship, the free speech limits in the Patriot Act, and speech limitations in relation to national security, each followed by a selection of primary source quotes, facts, and illustrations. Includes resources for further study.
- 342.7308 HIC Hicks, Aubrey. Student rights. New York : Marshall Cavendish Benchmark, c2012.  
Freedom of speech and censorship -- Four landmark student rights cases -- One side : free speech -- The other side : censorship -- You decide. Examines two sides of the debate about freedom of speech and press, censorship, the right to protest, and the ability to practice freedom of expression and religion, and how it affects students today.
- 342.7308 JON Jones, Phill, 1953-. Freedom of information. New York : Chelsea House, 2011.  
Introduction : the necessary, but controversial, right -- Point : an open government infringes privacy rights -- Counterpoint : laws and courts safeguard privacy -- Point : protection of state secrets requires strict restrictions on FOI -- Counterpoint : democracy requires inspection of state secrets -- Point : targeted transparency effectively promotes freedom of information -- Counterpoint : targeted transparency laws are flawed -- Conclusion : a matter of balance. Examines freedom of information in the United States and discusses how this value impacts personal privacy and national security.
- 344.7305 BAR Barbour, Scott, 1963-. Should marijuana be legalized? San Diego, CA : ReferencePoint Press, c2011.  
What are the origins of the marijuana legalization debate? -- How should marijuana laws be reformed? -- Would legalizing marijuana help the economy? -- Would legalizing marijuana benefit the sick? -- Would legalizing marijuana harm society?. Offers an objective look at the debate over whether marijuana should be legalized for medical and recreational use, with quotes and essays supporting both sides of the argument.
- 344.7305 MAG Magoon, Kekla. Media censorship. Edina, Minn. : ABDO Pub. Co., c2010.  
Describes censorship and how it relates to the First Amendment; and presents arguments in favor of and against various forms of censorship.
- 345.73 MAR Marcovitz, Hal. Should juveniles be tried as adults? San Diego, CA : ReferencePoint Press, c2012.  
What are the roots of the juvenile offender controversy? -- Are juvenile offenders responsible for the crimes they commit? -- Do adult court sentences deter juvenile crime? -- Should juvenile offenders face the death penalty? -- Can juvenile offenders be rehabilitated?. Discusses topics related to whether or not juvenile offenders should be tried in adult courts.

- 345.73 MOR Morgan, Kayla. Legalizing marijuana. Edina, Minn. : ABDO, c2011.  
Federal policy change -- The cannabis plant -- History of cannabis use and laws -- The debate begins -- Medical marijuana -- Economics, Taxation, and regulation -- Law enforcement -- Legal perspectives -- Right and wrong. Provides an overview of the legalization of marijuana, discussing federal policy, the history of cannabis use and laws, support, opposition, medical marijuana, economics, taxation, law enforcement, and other related topics.
- 362.29 BJO Bjornlund, Lydia D. How dangerous are performance-enhancing drugs? San Diego, CA : ReferencePoint Press, c2011.  
What are the origins of the performance-enhancing drugs controversy -- Do performance-enhancing drugs pose a health risk? -- Do performance-enhancing drugs harm the integrity of sports?-- Should sports organizations take stronger measures to stop performance-enhancing drugs? -- How can the use of performance-enhancing drugs be prevented?. Addresses questions related to performance-enhancing drugs, discussing the origins of the controversy over the drugs, whether they pose a health risk, and their impact on the integrity of sports, and considering whether stronger measure should be taken to stop performance-enhancing drugs, and how their use can be prevented.
- 362.29 BJO Bjornlund, Lydia D. Marijuana. San Diego, CA : ReferencePoint Press, c2012.  
Is marijuana a dangerous drug? -- Should marijuana be legal for medical use? -- Should marijuana be a legal substance? -- How effective are efforts to prevent marijuana use?. Contains information, primary source quotes, and illustrated facts and statistics about marijuana, covering the possible dangers of the drug, its medicinal use and legal status, and efforts to prevent its use.
- 362.29 HUD Hudson, David L., 1969-. Smoking bans. New York : Chelsea House, c2008.  
Introduction : the history of tobacco and its regulation -- Point : smoking bans protect public health -- Counterpoint : smoking bans infringe on smokers' individual rights -- Point : suits against big tobacco are legitimate cases against wealthy defendants selling harmful products -- Counterpoint : suits against big tobacco ignore personal responsibility and unfairly demonize a legal activity -- Point : advertising restrictions against tobacco products help protect children and are constitutional -- Counterpoint : tobacco advertising is a form of protected speech -- Conclusion : smoking bans in the future. Presents three sets of essays that debate issues related to smoking bans, discussing whether bans protect public health or infringe on individual rights, the validity of lawsuits against big tobacco companies, and the legality of restrictions on tobacco advertising.
- 362.29 MAR Marcovitz, Hal. Drug abuse. Detroit : Lucent Books, c2008.  
The national tragedy of drug abuse -- Drug abuse in America -- How drugs affect the brain, the body, and behavior -- How drug abuse affects society -- The war on drugs -- Should drugs be legalized?. Provides an overview of the problem of drug abuse in the U.S., looks at how drugs affect the brain, body, and behavior, discusses drugs and society, examines the war on drugs, and considers the question of whether drugs should be legalized. Includes primary and secondary source quotations, sidebars, and study questions.
- 362.29 MAR Marzilli, Alan. Drugs and sports. New York : Chelsea House, c2008.  
Contains articles that provide opposing perspectives on issues related to

drugs and sports, debating the extent of the problem, whether the government should intervene, and the use of dietary supplements.

- 362.29 WOR      Worth, Richard. Illegal drugs : condone or incarcerate? New York : Marshall Cavendish Benchmark, c2010.  
Illegal drugs-the issues -- American attitudes toward drugs -- The impact of drug use -- Can the flow of drugs be stopped? -- Prison for drug offenders -  
- Should illegal drugs be legalized? -- Harm reduction and drug treatment --  
The War on Drugs and the Constitution. Examines the controversial aspects of illegal drugs, discussing American attitudes toward drugs, the debate over legalization, drug treatment, prison sentences, and related topics.
- 362.292 NAK      Nakaya, Andrea C., 1976-. Alcohol. San Diego, CA : ReferencePoint Press, c2008.  
Presents a series of articles on issues relating to alcohol abuse including underage drinking, how alcohol use affects society, and the treatment and prevention of alcohol-related problems.
- 363.4 MAR      Marcovitz, Hal. Should the drinking age be lowered? San Diego, CA : ReferencePoint Press, c2011.  
What are the origins of the drinking age controversy? -- Are teenagers mature enough to drink? -- Can a lower drinking age reduce binge drinking? -  
- Can other countries serve as a model? -- Do U.S. lawmakers favor a lower drinking age?. Explores the controversy surrounding whether or not the drinking age in the United States should be lowered, addressing arguments both for and against the issue.
- 363.4 PAR      Parmalee, Thomas. Legalized gambling. Edina, Minn. : ABDO Pub., c2011.  
Examines debates and issues related to gambling, reviewing the history of gambling, and discussing its role in the economy, state-sanctioned gambling, gambling as entertainment, addiction, tribal gaming, and other topics.
- 363.4 RUS      Ruschmann, Paul. Legalized gambling. New York : Chelsea House, c2009.  
Introduction: gambling in the United States -- Point. Gambling is harmful to society -- Counterpoint. Gambling prohibition does more harm than good -- Point. Legalized gambling has adverse economic and political consequences -  
- Counterpoint. Legalized gambling benefits states and communities -- Point. Government promotion of gambling is bad policy -- Counterpoint.  
Government policy has made gambling less harmful -- The future of legalized gambling. A series of controversial essays that explain the debate over legalized gambling in America and the issues associated with it as a result of online casinos and illegal sports betting.
- 363.4 WOR      Worth, Richard. Legal gambling : winner or loser? New York : Marshall Cavendish Benchmark, c2010.  
Legalized gambling : the issues -- Gambling on the future -- The rise of casino gambling -- Indian gaming -- State lotteries -- Racing and sports betting -- Internet gambling. An exploration of the controversy over illegal gambling that discusses the positive and negative aspects of the gambling industry and why people are for and against it.
- 363.738 MAR      Marcovitz, Hal. How serious a threat is climate change? San Diego, CA : ReferencePoint Press, c2011.

Examines the negative potential of climate change, discussing environmental, economic, and political consequences, and describing the global response to climate change, the origins of the controversy, and other related topics.

- 363.738 MAR Marcovitz, Hal. Is offshore oil drilling worth the risks? San Diego, CA : ReferencePoint Press, c2011.  
What are the origins of the offshore oil controversy? -- Is America's energy security dependent on offshore oil? -- Can the environment recover from offshore drilling accidents? -- Do the economic benefits of offshore drilling outweigh the risks? -- Can offshore drilling be made safer?. Examines the controversy surrounding whether or not offshore oil drilling is worth the environmental risks it poses, presenting arguments both for and against the issue.
- 364.1 BAR Barbour, William, 1963-. Does illegal immigration harm society? San Diego : ReferencePoint Press, c2010.  
Examines the history of the illegal immigration controversy, discussing how illegal immigrants affect the American economy and culture; and also discusses increased crime, government responsibilities, and related topics.
- 364.1 GOL Goldstein, Margaret J. Legalizing drugs : crime stopper or social risk? Minneapolis, MN : Twenty-First Century Books, c2010.  
Introduction: crime and punishment -- A history of drug use and abuse -- The war on drugs -- A lost cause? -- A war worth fighting -- The potential of legalized drugs -- The risks of legalized drugs -- Is marijuana different? -- Voice of the people. Discusses issues pertaining to the legalization of drugs, covering the history of drug use and abuse, the war on drugs, potential risks and benefits, the medical marijuana movement, and other related topics, and includes quotes, anecdotes, and discussion which were originally published in "USA Today."
- 364.15 PER Perl, Lila. Genocide : stand by or intervene? New York : Marshall Cavendish Benchmark, c2011.  
Genocide victims during the world wars : the Armenians and the Jews -- Genocide behind a wall of silence : Cambodia's killing fields -- Genocide in Rwanda : Tutsi slaughter by the Hutu -- Genocide in the former Yugoslavia : destroying Bosnia's muslims -- Darfur and the consequences of the previous genocides. Traces the history of genocide, examining instances from biblical times to the early twenty-first century, and discusses whether the governments and citizens of other countries should get involved.
- 364.66 PAR Parks, Peggy J., 1951-. Does the death penalty deter crime? San Diego, CA : ReferencePoint Press, c2010.  
What are the origins of the death penalty controversy? -- How do executions affect the crime rate? -- Does the legal process hamper the death penalty's deterrence effect? -- Does fear of the death penalty deter would-be criminals? -- Are alternative punishments more effective at deterring crime?. An exploration of controversies related to the death penalty that discusses the origins of the sentence and provides varying perspectives on how execution affects crime rate, the legal process' influence over the death penalty's deterrence effect, and the effectiveness of the punishment.

371.5 ZER

Zero tolerance policies in schools. Detroit : Greenhaven Press, c2009.

Strict student discipline is necessary to make schools safer : public agenda -- Weak disciplinary policies endanger students and inhibit learning / Marc A. Epstein -- Zero tolerance policies are not effective / Russell Skiba -- Zero tolerance policies have produced mixed results / Tim Grant -- Zero tolerance policies are unfair / Susan Black -- Zero tolerance policies can be made fair / David L. Stader -- Zero tolerance policies harm students / Whitney Joiner -- Zero tolerance policies violate students' right to privacy / Elisabeth Frost -- Zero tolerance policies treat students as criminals / Advancement Project -- Zero tolerance policies target minority students / Annette Fuentes -- Zero tolerance policies harm teachers / Ron Isaac -- Zero tolerance policies create risks for schools / Dave Lenkus -- Zero tolerance policies create controversy / Russell Skiba et al. -- Zero tolerance policies are losing support from schools and government / Kavan Peterson. Contains essays that offer varying perspectives on issues related to zero tolerance policies in schools.

384.3 DOW

Downloading music. Detroit, MI : Greenhaven Press, c2007.

Downloading free music helps the music industry / Janis Ian -- Downloading free music hurts the music industry / The Canadian Recording Industry Association -- Some artists support file-sharing of their music / Holmes Wilson -- Some artists don't support file-sharing of their music / MusicUnited.org -- The music industry uses various methods to stop illegal downloads / International Federation of the Phonographic Industry -- Legal action doesn't stop illegal downloads / Yinka Adegoke -- Digital music gains importance in the music industry / International Federation of the Phonographic Industry -- MySpace helps performers by connecting musicians and fans / Josh Belzman -- MySpace harms performers by encouraging copyright infringement / Chris Morris and Carl DiOrio -- Netlabels and Creative Commons Licensing offer a solution for digital music / Bjorn Hartmann -- Advertising revenue is the answer to music piracy / Louis Hau. Contains fourteen essays that offer varying perspectives on issues related to downloading music, discussing if free music helps the music industry, methods of stopping illegal downloading, if MySpace helps or harms performers, and other topics; and provides contact information for organizations and a bibliography.

615.9 SZU

Szumski, Bonnie, 1958-. Are cell phones dangerous? San Diego, CA : ReferencePoint Press, c2012.

What are the origins of the cell phone debate? -- Does cell phone use lead to cancer? -- Do cell phones cause other health problems? -- How has cell phone use affected driving? -- How do cell phones impact youth?. Explores the debate on whether cell phones are dangerous, discussing if cell phones cause cancer and other health problems, diving accidents, and the impact on the youth.

616 FOR

Forman, Lillian. Stem cell research. Edina, Minn. : Abdo, c2008.

A controversial decision -- The promise of stem cell research -- Overview of the controversy -- Arguments by religious opponents -- Arguments by religious supporters -- Moral objections -- Moral arguments for stem cell research -- Problems faced by researchers -- Solutions that bridge the gap -- Time line -- Essential facts. Provides opposing viewpoints on stem cell research; discussing George W. Bush's legislation, religious and moral objections and support, problems faced by researchers, and more. Includes a time line, essential facts, resources, a glossary, and an index.



- 616 FRE Freedman, Jeri. America debates stem cell research. New York : Rosen Central, 2008.  
Discusses the potential uses of stem cells, ways of collecting tissue for stem cell research, and the ethics of experimental treatment, examining both sides of the debate over the issue.
- 616 MAR Marcovitz, Hal. Stem cell research. San Diego, CA : ReferencePoint Press, c2011.  
What are stem cells? -- The mysteries of embryonic stem cells -- Rebuilding damaged bodies with adult stem cells -- Therapeutic cloning: altering the DNA of stem cells -- New advancements, new challenges. Chronicles important events in the history of stem cell research, examines the potential of stem cell therapy, explains what stem cells are, and discusses the mysteries of embryonic stem cells, the rebuilding of damaged bodies with adult stem cells, therapeutic cloning, and other advances and challenges.
- 616 PAN Panno, Joseph. Stem cell research : medical applications and ethical controversies. New York : Facts On File, c2010.  
An examination of stem cell research that discusses different types of cells, therapeutic cloning, stem cell induction, medical applications, commercialization, ethical and legal issues, and other related topics.
- 616.02 JON Jones, Phill, 1953-. Stem cell research and other cell-related controversies. New York : Chelsea House, c2011.  
Two controversies in scientific research -- Stem cell science and controversies -- Genetic engineering of plants and animals -- Genetic modification of humans -- Property rights in genes and tissues -- Medical genetic testing -- Forensic DNA analysis -- Evolution and intelligent design. Explores the controversies over stem cell research including the genetic engineering of plants and animals, gene therapy for humans, property rights of genetic material, and more.
- 616.6 BLI Bliss, John. Designer babies. Chicago : Heinemann Library, c2012.  
Examines genetic science and its implications for the future of creating so-called designer babies by choosing specific genetic traits, considers the ethics of human genetic engineering, and includes case studies.
- 659.1 GRE Green, Jen. Advertising. 1st ed. New York : Rosen Central, 2012.  
What is advertising? -- Why advertise? -- The business of advertising -- How do ads work? -- Advertising and society -- Checks and controls -- The future of advertising: the ongoing debates. Addresses some of the issues surrounding the debate over advertising business methods used in various areas of the world.
- 659.1 LUS Lüsted, Marcia Amidon. Advertising to children. Edina, Minn. : ABDO, c2009.  
Marketing 101 -- A history of kids as consumers -- Marketing to kids today -- Food marketing -- Creating savvy consumers -- Brand conscious, from babies to teens -- Limiting the marketing machine -- How much stuff is too much stuff?. Discusses the marketing of products to children, the history of kids as consumers, the effects of directing fast food advertisements toward children, what should be done to limit the use of sex and violence in ad campaigns, and other controversial issues about consumerism.