



Parenting, Inc.: How the Billion-Dollar Baby Business Has Changed the Way We Raise Our Children

Pamela Paul

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"An entire industry preys on parental anxiety . . . Paul tries to lead us out of the catastrophization of childhood."?The New York Times Book Review

Parenting coaches, ergonomic strollers, music classes, sleep consultants, luxury diaper creams, a never-ending rotation of DVDs that will make a baby smarter, socially adept, and bilingual before age three. Time-strapped, anxious parents hoping to provide the best for their baby are the perfect mark for the "parenting" industry.

In *Parenting, Inc.*, Pamela Paul investigates the whirligig of marketing hype, peer pressure, and easy consumerism that spins parents into purchasing overpriced products and raising overprotected, overstimulated, and over-provided-for children. Paul shows how the parenting industry has persuaded parents that they cannot trust their children's health, happiness, and success to themselves. She offers a behind-the-scenes look at the baby business so that any parent can decode the claims?and discover shockingly unuseful products and surprisingly effective services.

Paul's book leads the way for every parent who wants to escape the spiral of fear, guilt, competition, and consumption that characterizes modern American parenthood.

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