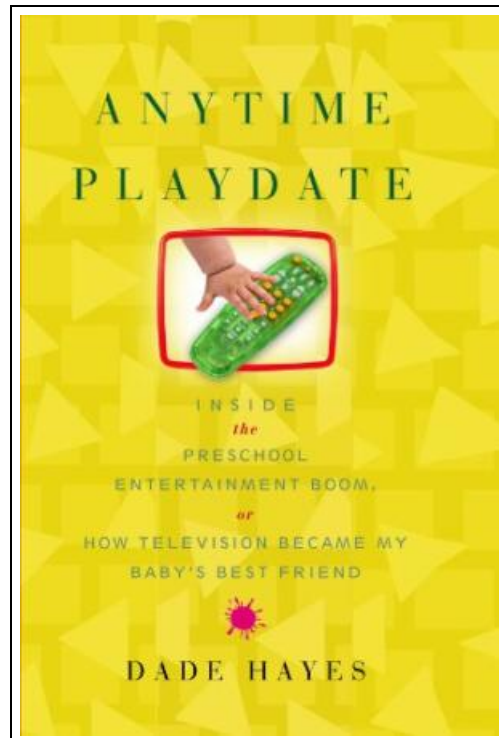


## Anytime Playdate: Inside the Preschool Entertainment Boom, Or, How Television Became My Baby's Best Friend (Paperback)



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### **Reviews**




*Simply no phrases to clarify. It is really basic but surprises from the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Mr. Noah Cummerata IV)*

## ANYTIME PLAYDATE: INSIDE THE PRESCHOOL ENTERTAINMENT BOOM, OR, HOW TELEVISION BECAME MY BABY S BEST FRIEND (PAPERBACK)



To get **Anytime Playdate: Inside the Preschool Entertainment Boom, Or, How Television Became My Baby s Best Friend (Paperback)** eBook, remember to refer to the link below and download the file or gain access to other information which might be relevant to ANYTIME PLAYDATE: INSIDE THE PRESCHOOL ENTERTAINMENT BOOM, OR, HOW TELEVISION BECAME MY BABY S BEST FRIEND (PAPERBACK) book.

Atria Books, 2011. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In this eye-opening book, the first to investigate the explosion of the multibillion-dollar preschool entertainment business and its effects on families, Dade Hayes -- an entertainment expert, author, and concerned father -- lifts the veil on the closely guarded process of marketing to the ultra-young and their parents. Like many parents, Dade Hayes grabbed me time by plopping his daughter in front of the TV, relaxing while Margot delighted in the sights and sounds of Barney and the Teletubbies. But when Margot got hooked, screaming whenever the TV was turned off, Hayes set out to explore the vast universe of this industry in which preschoolers devour \$21 billion worth of entertainment. Going behind the scenes to talk with executives, writers, and marketers who see the value of educational TV, Hayes finds compelling research that watching TV may raise IQs and increase vocabularies. On the other side, he brings in the voices of pediatricians and child psychologists who warn against babysitter TV and ask whether TV trance is healthy -- in spite of the relaxation that the lull affords exhausted parents -- as recent studies link early television viewing with obesity, attention and cognitive problems, and violence. Along the way, Hayes narrates the fascinating evolution of Nickelodeon s bilingual preschool gamble, Ni Hao, Kai-lan, from an art student s Internet doodles to its final product: an educationally fortified, Dora - inflected, test audience-approved television show. At the show s debut, jittery experts hold their breath as the tweaked and researched Kai-lan faces Mr. Potato Head in the battle for a three-year-old s attention. Anytime Playdate reveals the marketing science of capturing a toddler s attention, examining whether Baby Einstein and its ilk will make babies smarter,...

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