



# Made You Look: How Advertising Works and Why You Should Know

*Shari Graydon*

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Advertising is pervasive. A typical North American child views a staggering 40,000 ads every year on TV alone! With such a vast number of commercials out there, who's helping kids decode the messages? Media maven Shari Graydon, that's who!

**Made You Look** offers an intriguing exploration of advertising's inner workings. From the earliest roots of advertising to the guerrilla marketers of the 21st century, this revealing book shows kids where ads came from, where they're going, and how they work.

Bursting with behind-the-scenes secrets, thought-provoking Try This at Home activities, and plenty of tips to empower young consumers, **Made You Look** is any child's ultimate guide to the advertising universe.

### Key Features:

- Dynamically written by an experienced media authority
- Concrete examples drawn from familiar, contemporary ads
- Thought-provoking tips and easy-to-do activities encourage critical thinking

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