**FURTHER READING**

For more information about breastfeeding and its benefits to society, please visit www.llli.org/. You could also visit the National Health Service webpage for the health benefits to consumers: www.nhs.uk/conditions/pregnancy-and-baby/pages/why-breastfeed.aspx#close

If you want to know more about dealing with children who misbehave, you might like *Raising Your Spirited Child: A Guide for Parents Whose Child Is More Intense, Sensitive, Perceptive, Persistent and Energetic*, by Mary Sheedy Kurcinka (New York: Harper Perennial, 1992). This American book might seem a bit ‘worthy’ but it does have some very good advice and techniques for dealing with children who get upset easily, or who challenge their parents.

There are many anthropological texts on childrearing practices in different cultures. An example is the rather scholarly *Turkish Mothers’ Attitudes to Child-Rearing Practices*, by Gokce Tekin (Cambridge: Proquest/UMI Dissertation Publishing, 2011). It is in fact a PhD thesis, so can be hard going, but it shows how childrearing practices can vary greatly according to cultural differences.

For a look at the other face of marketing to children, Ed Mayo and Agnes Nairn’s book *Consumer Kids: How Big Business is Grooming Our Children for Profit* (London: Constable, 2009) reveals some of the alleged tactics used by large corporations to target children. The book is maybe a little one-sided, but it certainly is thought-provoking and raises a number of ethical issues.

Another cautionary tale comes from Juliet Schor. Her book *Born to Buy: The Commercialised Child and the New Consumer Culture* (New York: Simon and Schuster, 2006) outlines some American marketing practices (many of which would be illegal in the UK and indeed in most of Europe). These include an educational TV channel available only in schools in which commercials are embedded in the teaching materials. Scary stuff – and something that certainly goes against the tenets of responsible marketing.

A comprehensive look at the theory of communication within families comes from *Communication in Family Relationships*, by Patrick Noller and Mary Ann Fitzpatrick (Englewood Cliffs, NJ: Prentice Hall, 1993). A note of caution, though – although English is a universal language, there are marked differences between American culture and those of other English-speaking countries (not to mention non-English speaking countries). Since family life is very culture-specific, theories developed in the USA may not apply elsewhere – so use your own judgement as well!