

Contents

Acknowledgements

Abbreviations

1. Introduction
2. Turning Children into Consumers
3. Turning Play into Business
4. Branding Childish Identities
5. Teaching Consumer Values
6. Turning Schools into Businesses
7. Making Schools Accountable
8. Business Campaigns
9. Made to Order
10. Dumbing Down Future Citizens
11. Teaching Corporate Values
12. Privatising Schools
13. Turning Schools into Markets
14. Privatisation Proponents
15. Controlling Wayward Children
16. Conclusion

Bibliography

Index