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Alissa Quart**

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Quart is brilliant on the world in which teens "obsessed with brand names feel they have a lack that only superbranding will cover over." She gets great quotes in

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Graduate of Brown University and the Columbia School of Journalism, author Alissa Quart's Branded: The Buying and Selling of Teenagers

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Alissa Quart, Branded: The Buying and Selling of Teenagers, (New York: Basic Books, 2003), 140-141. 4. Ibid., 142. 5. My Grandfather's Blessings, 82. 6. Mihaly

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Alissa Quart (born 1972) is an American nonfiction writer, critic, journalist, editor, and poet. Her nonfiction books are Republic of Outsiders: The Power of Amateurs, Dreamers and Rebels (2013), Hothouse Kids: The Dilemma of the Gifted Child (2007), and Branded: The Buying and Selling of Teenagers (2003), her

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Consumerism: driving teen egos--and buying--through 'branding'

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Summary. In Branded, Alissa Quart takes us to the dark side of marketing to teens, showing readers a disturbingly fast-paced world in which adults shamelessly

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