

Beyond Princess Culture

Gender and Children's Marketing

explores the impact of a post-princess space, examining potential agency and empowerment in the products' users while acknowledging that at least some alternatives continue to perpetuate components of the rigidly gender-coded princess culture. This book collectively critiques the commodification of the post-princess child consumer through analysis of historical and contemporary toys, video games, clothing, websites, and other popular culture phenomena. Guided by theories from feminist and gender studies, *Beyond Princess Culture* demonstrates how the marketing of children's products has and continues to perpetuate and challenge hegemonic notions of gender, race, ethnicity, ability, and other positions of intersectionality, as situated in the social, economic, and historical contexts.

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