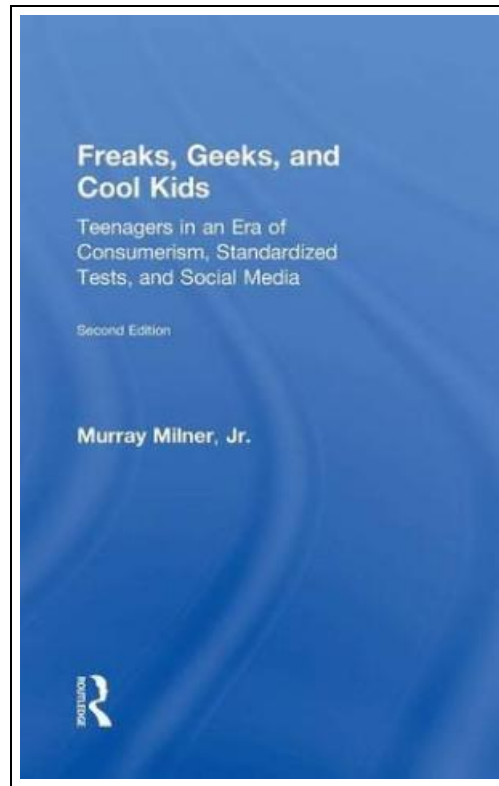


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Taylor Francis Ltd, United Kingdom, 2015. Hardback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. In **Freaks, Geeks, and Cool Kids: Teenagers in an Era of Consumerism, Standardized Tests, and Social Media**, Second Edition, award-winning sociologist Murray Milner tries to understand why teenagers behave the way they do. The first edition drew upon two years of intensive fieldwork in one high school and 300 written interviews about high schools across the country, where he argued that consumer culture greatly impacts the way our youth relate to one another and understand themselves and society. Milner now expands on that concept with a new year of fieldwork fifteen years after he began. He has uncovered in teens a move away from consumerism and towards the cultural capital of information in a time of social media and standardized tests. What people said about the first edition: Milner has done more than perhaps any other American sociologist to remind us that status remains a primary mode of stratification, one that is dependent upon cultural, material power. **Freaks, Geeks and Cool Kids** is exemplary sociological research and theory; it is wise, witty, and often touching as well. --Jeffrey C. Alexander, author of *The Dark Side of Modernity*, Professor of Sociology, Yale University A rare book! Social science at its best, yet full of messages for parents, educators, and anybody who cares about the next generation. ---Amitai Etzioni, author of *My Brother's Keeper: A Memoir and a Message*, University Professor, The George Washington University, and Past-President of the American Sociological Association Milner explains why high school cliques have so much power and can inflict so much pain. Anyone who cares about adolescents-parents, teachers, principals, and teenagers themselves-should definitely read this book. I couldn't stop reading it, and can't wait to...



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