Cost of Cool Websites

* Old Navy [http://www.oldnavy.com](http://pbskids.org/cgi-registry/kidsbridge.cgi?context=dontbuyit_oldnavy)
* Target [http://www.target.com](http://pbskids.org/cgi-registry/kidsbridge.cgi?context=dontbuyit_target)
* Nordstrom [http://www.nordstrom.com](http://pbskids.org/cgi-registry/kidsbridge.cgi?context=dontbuyit_nordstrom)
* Macy's [http://www.macys.com](http://pbskids.org/cgi-registry/kidsbridge.cgi?context=dontbuyit_macys)

<http://www.pbs.org/wgbh/pages/frontline/shows/cool/etc/hunting.html>

<http://www.ibuydifferent.org/powerup/why_we_buy.asp>

<http://pbskids.org/dontbuyit/buyingsmart/costofcool.html>