

(Mobile ebook) Lifetrends: The Future of Baby Boomers and Other Aging Americans

# Lifetrends: The Future of Baby Boomers and Other Aging Americans

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**Jerry Gerber, Janet Wolff, Walter Klores, Gene Brown : Lifetrends: The Future of Baby Boomers and Other Aging Americans** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lifetrends: The Future of Baby Boomers and Other Aging Americans:

From Publishers Weekly The compilers of this comprehensive view of the "baby-bust" generation, i.e. tomorrow's adults, are marketing consultants to firms that court the 50-plus consumer. As they take a speculative look toward the year 2000, when adults over 50 will represent an \$800 billion market, they conjecture on directions in lifestyles, politics, health care and other areas in the next century. Based on analysis of current trends, this informative survey offers a wealth of material, especially for those born since the 1950s. Copyright 1989 Reed Business Information, Inc. From Library Journal The media has "discovered" the elderly, and this book is a sweeping, fairly general, and glitzy coverage of the subject, much like Ken Dychtwald and Joe Flower's Age Wave ( LJ 3/15/89). This touches on early retirement; Social Security; the future roles of elderly women; the possibility of intergenerational warfare; and even sex and the elderly. The authors emphasize the so-called baby boomers (those born 1946-64) and how their

elderly years will differ from those of the current elderly. Reflecting the advertising background of the authors, the elderly are viewed to a great extent as consumers. A specialist in the field or a highly interested layperson might find this book superficial and not very new, but to a general reader, it may provide an overview. Readers wanting greater depth might prefer *Our Aging Society*, edited by Alan Pifer and Lydia Bronte (LJ 4/1/86). See also Richard J. Margolis's *Risking Old Age in America*, reviewed in this issue, below.- Ed. -- Dale Vinyard, Wayne State Univ., DetroitCopyright 1989 Reed Business Information, Inc.