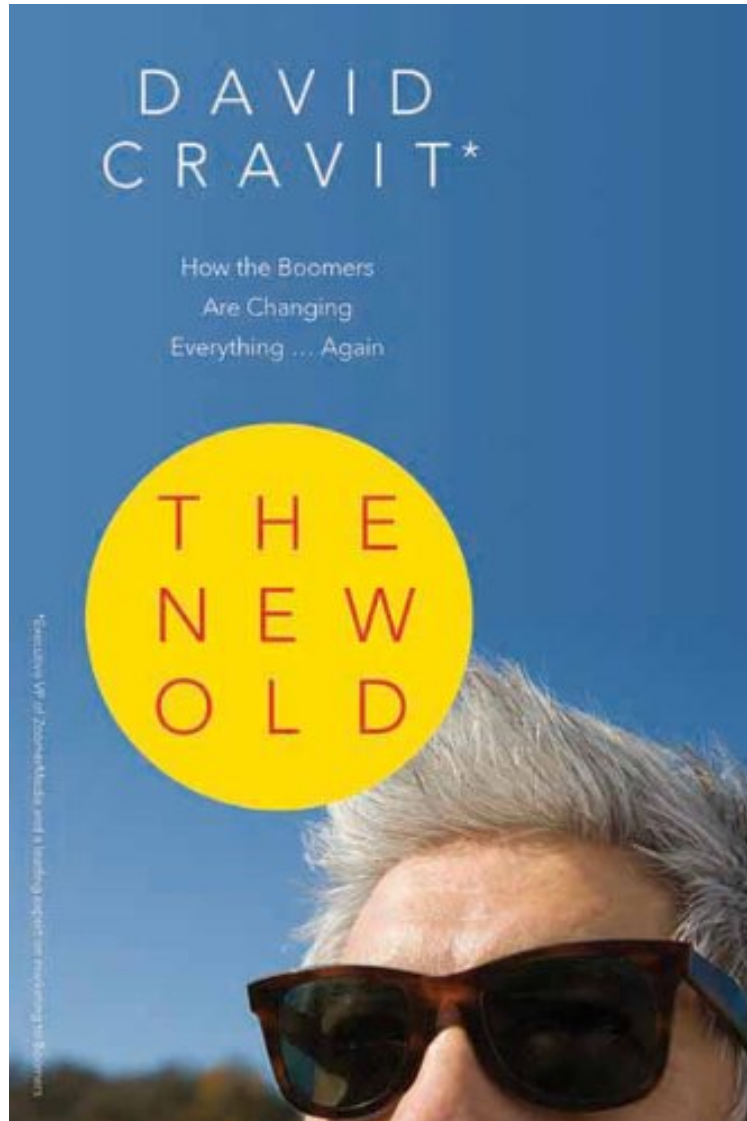


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The New Old: How the Boomers Are Changing Everything... Again

David Cravit

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David Cravit : The New Old: How the Boomers Are Changing Everything... Again before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Old: How the Boomers Are Changing Everything... Again:

0 of 0 people found the following review helpful. Its a great book to understand the baby boomersBy AnnikaMRI used in my thesis for my master degree as a reference, Is a nice book because it explains the facts very easy.7 of 7 people found the following review helpful. From Boomers to Zoomers, the transformation of Old Old to New OldBy Brent GreenFrom a seasoned and articulate advertising executive comes a thorough overview of the impact of Boomer aging

on society and business. This book is not only an extremely well supported treatise; it's also a well-written reflection of the author's personal journey as an aging Boomer who has decades of experience in marketing, journalism, advertising, and now publishing. To make his central point crystal clear about a generation's reinvention of aging, David Cravit begins the book by showing photos of his grandfather and grandmother in their mid-60s juxtaposed with contemporary photos of Mick Jagger of the Rolling Stones and actress Diane Keaton, both of whom are shattering societal images of adults 50+ and 60+. The book's primary message is to make a palpable distinction between "The Old Old" and "The New Old," which he accomplishes with clarity and insight throughout his discussion. The bulk of the book builds a solid business case around the phenomenon Cravit calls "BoomerAging." He demonstrates persuasively how this aging generation is rapidly changing retirement, travel leisure, wellness beauty, housing, technology adoption, and even late-life sex. He brings substantial research and statistical support to his arguments in concert with honed insights of someone who has been involved in marketing for decades. His writing is both anecdotal and lucid when it comes to breaking down the old myths around aging. The author even explores Boomer politics and aging in the U.S., the United Kingdom and Canada, where he's based. International comparative analyses of business and aging are much needed now as most Western countries continue to age and similar public policy issues develop. This book provides a substantial contribution to the body of work that has already been published about business and Boomers and demonstrates very clearly how Canada is taking the lead with respect to challenging old myths and creating new narratives about aging, especially through the author's intrepid company and media conglomerate, ZoomerMedia, Ltd., which also controls Canada's version of AARP: "Canada's Association for Zoomers." I strongly recommend that future editions of the book include an index to provide readers with quick references, which I feel is especially critical in business settings. Most of us want to find pertinent facts and insights quickly once we've read a book, and a comprehensive index provides the best way to retrieve information.

The oldest Baby Boomers have turned 60 so everybody's starting to talk about the aging of the population. But most of the talk is about numbers: what percentage of the population will be how old in what year, what it will mean for welfare rates or health-care costs, etc. But what's missing is the qualitative story. It's not there are more older people out there. It's that they are not the same as the older people of any previous generation. This book will explore how the Baby Boomer generation is permanently destroying the previous meanings of: Aging, Retirement, Seniors, And even maybe Death. The New Old shows how the Boomers' simple act of refusing to age is creating a revolution in everything from education to employment to housing to health and beauty and, of course, to sex. The book is backed up with solid statistical support, but it is not primarily about numbers; it's about people. It's about new ground being broken, new ways of thinking, new kinds of social and work relationships, new products that can reduce or even eliminate the effects of aging. It will offer a sneak preview of an entirely new society that is coming: a society in which getting your gold watch at the age of 65 will simply mean the first half of your life is over. The book will also lay out specific strategies organizations must follow to take advantage of the opportunities and avoid being rendered irrelevant and uncompetitive in the new order.

"A 30-year advertising veteran presents a strong case for why marketers need to put Baby Boomers back on their radar screens." Direct Marketing News