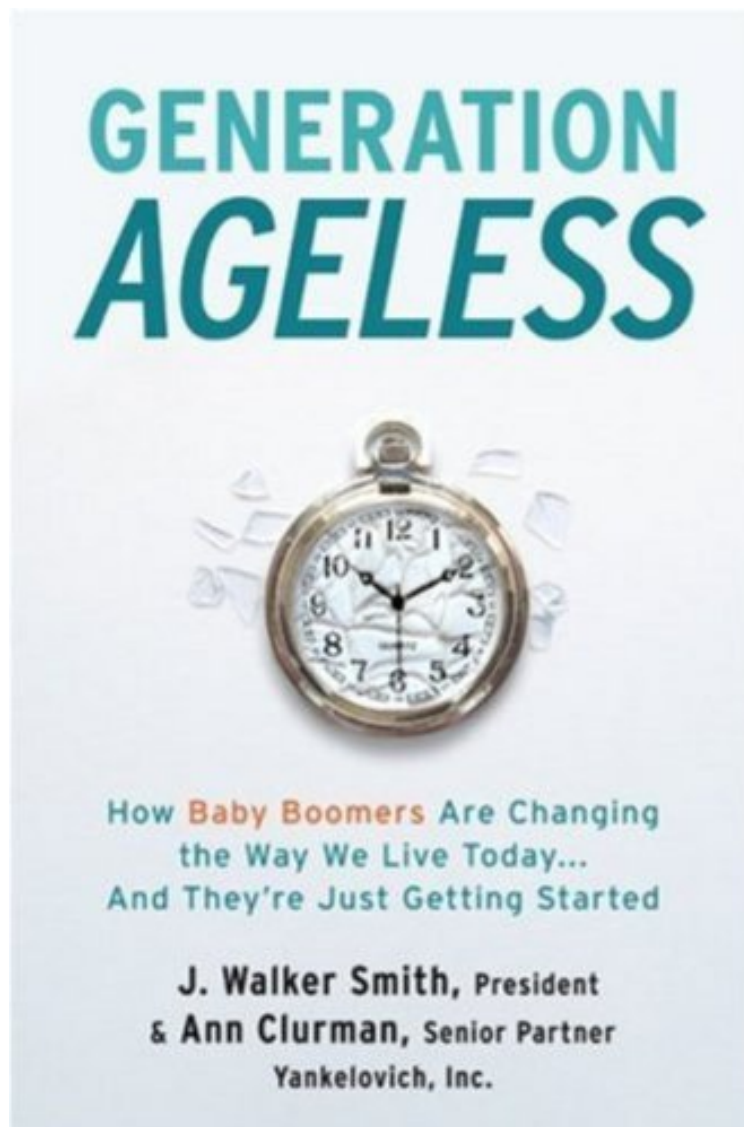


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Generation Ageless: How Baby Boomers Are Changing the Way We Live Today... And They're Just Getting Started

J. Walker Smith, Ann Clurman
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Older Americans aren't going to retire. That's the crux of it. Instead, they're going to stick around and push their boomerish notions on a disinterested future generation that knows we know nothing. I'm not sure if that's in the book, but it could be.
4 of 6 people found the following review helpful. Every bit as good as hearing J. Walker Smith speak on the subject
By Linda Thompson, Bookworm
J. Walker Smith truly knows his subject. After hearing him speak, I just had to purchase the book. It's packed full of information for those seeking to understand the Boomers and what makes them tick.

Generation Ageless—;an authoritative and eye-opening look at the past, present, and future of Baby Boomers
Think Baby Boomers are all alike? Think again. This dynamic generation is nearing the traditional age of retirement, but is in no mood to slow down. Learn how to market, sell to, do business with, or just understand this remarkable generation, from Yankelovich, Inc., the organization that knows them better than anyone else.
Yankelovich actually coined the term "Baby Boomer" back in the late 1960s, when they first started collecting data on this influential generation. Now, more than thirty years later, they have the most complete information on Boomers ever assembled. And they have put it all together in this groundbreaking look at America's largest and most powerful generation. In *Generation Ageless*, Yankelovich president J. Walker Smith, Ph.D., and senior partner Ann Clurman, Boomers themselves, dig deep into what makes this generation tick. With fresh, original data and a wide-ranging look at everything about Boomers, they dissect Boomers into six major segments—;Straight Arrows, Due Diligents, Maximizers, Sideliners, Diss/Contenteds, and Re-Activists—;to provide new insights into the world's most talked-about generation. The results show key imperatives invaluable to anyone selling a product, service, or idea to this 78-million strong group.
Boomers are the dominant generation in America. Their values and aspirations set the tone for everyone. Advances in medicine and health mean that this youth-obsessed generation is now focused on an everlasting prime of life. They are literally middle aged—;less: holding onto their position at the top of the pyramid for as long as possible, and not fading away to their golden years. Today's fifty- and sixty-year-old Boomers are not eagerly anticipating lives of disengaged retirement. Instead, middle aged—;less Boomers expect another twenty or thirty years of impact and influence—;albeit in a variety of ways reflective of a surfeit of agendas and ambitions they have yet to fulfill.

Idquo;Highly recommended.rdquo;
About the Author
J. Walker Smith, Ph.D., is the president of Yankelovich, Inc., and a nationally recognized expert on marketing and social trends and their impact on businesses. He oversees The Yankelovich MONITOR^{reg.}, which for more than thirty-five years has been the foremost tool tracking America's lifestyles and values. Once described by *Fortune* as "one of America's leading analysts of consumer trends," he is a well-known author and speaker with an eye on breaking trends in American society. Smith is a regular guest on network business news programs and is frequently quoted in the press. He lives in Atlanta, Georgia.
Ann Clurman, a senior partner at Yankelovich with more than twenty-five years of experience with The Yankelovich MONITOR, is a widely recognized authority on consumer trends and generational marketing. A much-sought-after speaker at industry forums and a consultant to Fortune 500 companies, she is known for her creative energy and strategic insights, translating MONITOR findings into profitable marketplace initiatives. She lives in New York City.