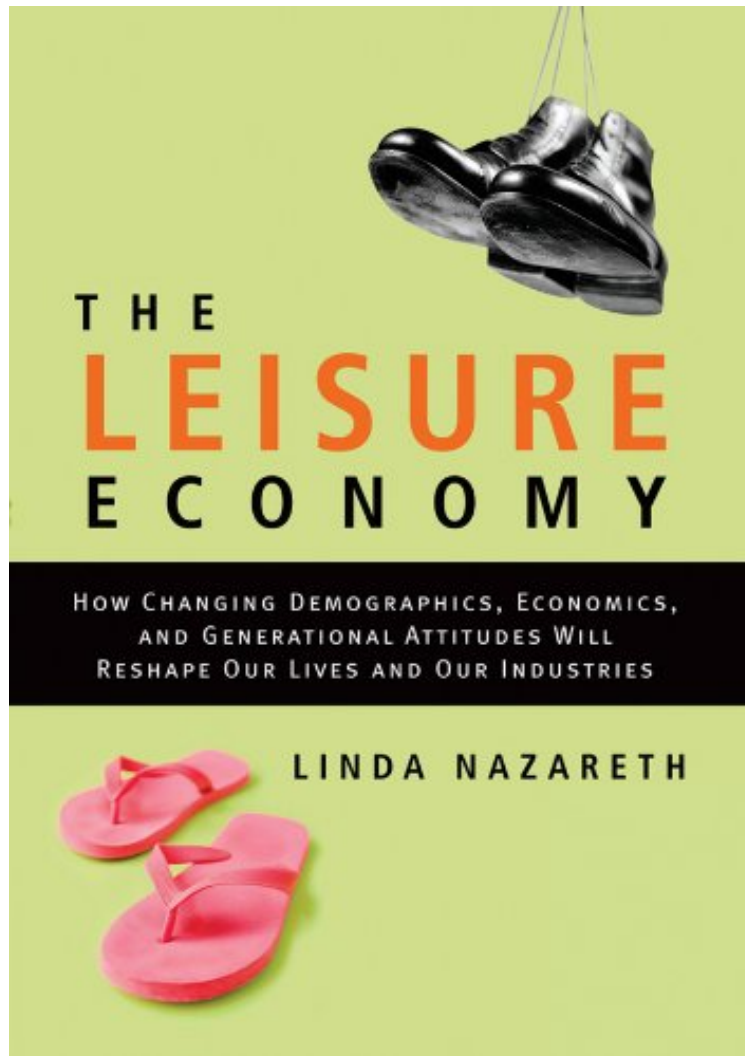


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The Leisure Economy: How Changing Demographics, Economics, and Generational Attitudes Will Reshape Our Lives and Our Industries

Linda Nazareth

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Linda Nazareth : The Leisure Economy: How Changing Demographics, Economics, and Generational Attitudes Will Reshape Our Lives and Our Industries before purchasing it in order to gage whether or not it would be worth my time, and all praised The Leisure Economy: How Changing Demographics, Economics, and Generational Attitudes Will Reshape Our Lives and Our Industries:

3 of 3 people found the following review helpful. An important book for all agesBy K. PortlandThe Leisure Economy

by Linda Nazareth is a well-researched, on-target account of the movement away from the "Time Crunch Economy" to the "Leisure Economy." As this respected economist points out, work/life balance is not just a fad created by young people to drive older professionals crazy. It's a sane response to a society which has made a virtue of work addiction and is re-calibrating itself to the mindset of "there's more to life than work." Baby Boomers pondering retirement, Gen Xers with families and mortgages, and Gen Yers new to the workplace will discover valuable insights to guide their career-and-life choices. So will organizations struggling to attract and retain the best talent of every age. Ms. Nazareth offers examples of individuals who have re-invented their working lives and industries who offer employees opportunities to do the same as this movement gains momentum. The Leisure Economy is a significant contribution to the literature of generational diversity and changing values in the workplace. And, equally important, it is creatively written and highly entertaining. 0 of 1 people found the following review helpful. Boomers Need to Read This Instead of Getting a Botox treatment By M. Majere Boomers, economists, legislators, other public officials, and all business owners should read this book. It forecasts realistically things that WILL happen in our future. Instead of turning our back on getting older, (the 60 is the new 40, or whatever) we should plan our lives, businesses, and government strategies towards the graying of No. America. Good book with great ideas on what to do in life, within the next 30 years.

For the past three decades, we have been steadily creating an extreme 'time-crunch economy' that has affected jobs, portfolios, businesses and lives. But the 'time-crunch economy' is turning into 'the leisure economy' and it will mean wrenching adjustments for our lives and institutions. Everyone from consumers, investors, businesses, and policy-makers will need to understand the changes afoot. The Leisure Economy posits profound economic changes in North America due to both the retirement of the baby boomers and the attitudes of ascendant generations X and Y. Looking at trends in demographics, economics and generational change, this book looks at how to stay ahead of the leisure economy and predicts who will be the winners and losers in the seismic shift ahead.

From the Inside Flap The Leisure Economy offers a provocative and insightful look at the coming sea change in the North American economy. As millions of baby boomers begin to retire, the U.S. and Canadian economies will be flooded with people who literally have time on their hands. And in the workforce, the boomers will be replaced by generations with very different attitudes from the boomers. Gen X and Gen Y understand the worth of leisure time-and when they're in charge, they just might demand some. As Linda Nazareth explains, the shift away from an intense focus on work towards leisure will make for some profound shocks to our lives, industries and institutions. Lost in the day-to-day frenzy of the time-crunch economy, many have yet to consider what lies ahead and what these changes really mean. For businesses, the shock will be the rudest, but whether you are an investor, a consumer, a business owner or a worker, you need to stay ahead of the curve. The Leisure Economy gives you a fresh look at the way that economics, demographics and attitude will force profound changes in the North American economy. New economic priorities for North America mean companies must plan ahead to face the challenges of the leisure economy. what must the smart ones do?