

Age Power



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The baby-boom generation
is about to transform into the largest
elderly population in human history,
changing how everyone lives,
large and small.

No business, family, or home
will work tomorrow as it does today.

Age Power

HOW THE 21ST CENTURY WILL BE RULED BY THE NEW OLD

Ken Dychtwald, Ph.D.

bestselling author of *Age Wave*

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In this break-through book, Dr. Ken Dychtwald, the leading authority on the aging of America, uses more than twenty-five years of study to explore how extraordinary demographic and economic shifts are causing the emergence of Age Power-a powerful new maturity. The largest generation in history, the baby boomers, will now routinely live well beyond their eighties and nineties as the "new old," influencing all of our daily lives.

Dychtwald explains how unprepared we are for the challenges of a new era in which the priorities will be set based on the needs and desires of the elderly. He surveys how we each must make individual decisions right now to "age proof" our families and ourselves.

"This book, like all that Ken Dychtwald writes and says, offers a true education into the issues we all face as we age."-President Jimmy Carter

"A powerful look into what you need to know today to understand and protect your tomorrows."-Suze Orman

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