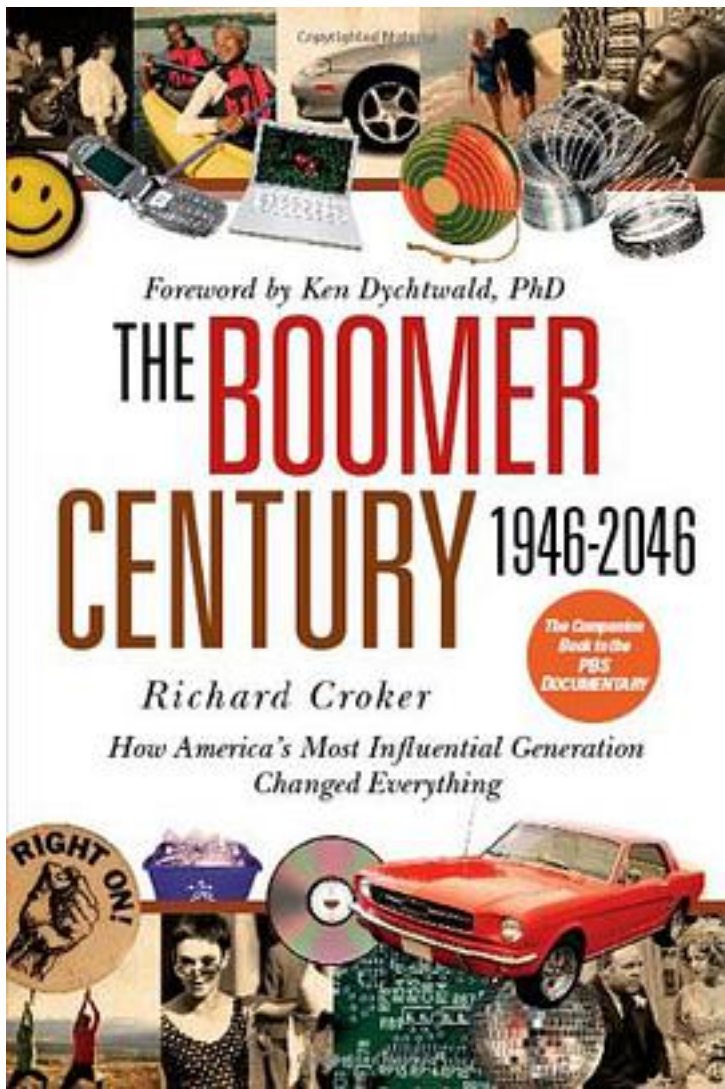


The Boomer Century 1946-2046



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The Baby Boom generation - all 77 million Americans born between 1946 and 1964 - has dominated society from the moment they were born through the present. Boomers have redefined every stage of life they have passed through and will continue to rewrite the rules as they enter the second half of their lives. The book covers the past, present and future as the Baby Boom Generation transforms into an Age Wave. It's part nostalgia, part sociology, part psychology, part demography as well as entertaining and enlightening. It features interviews with some of the luminaries of the Baby Boom Generation, including Andrew Weill, Rob Reiner, Alvin Toffler, Faith Popcorn, and Eve Ensler. Rob Reiner talks about why he and his peers are anti-authority and how that has influenced politics. Alvin Toffler offers some surprising insights into why the age wave may shift budget priorities in the US. And Erica Jong discusses the sexual revolution Boomers started and how it will play out in this new century.

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