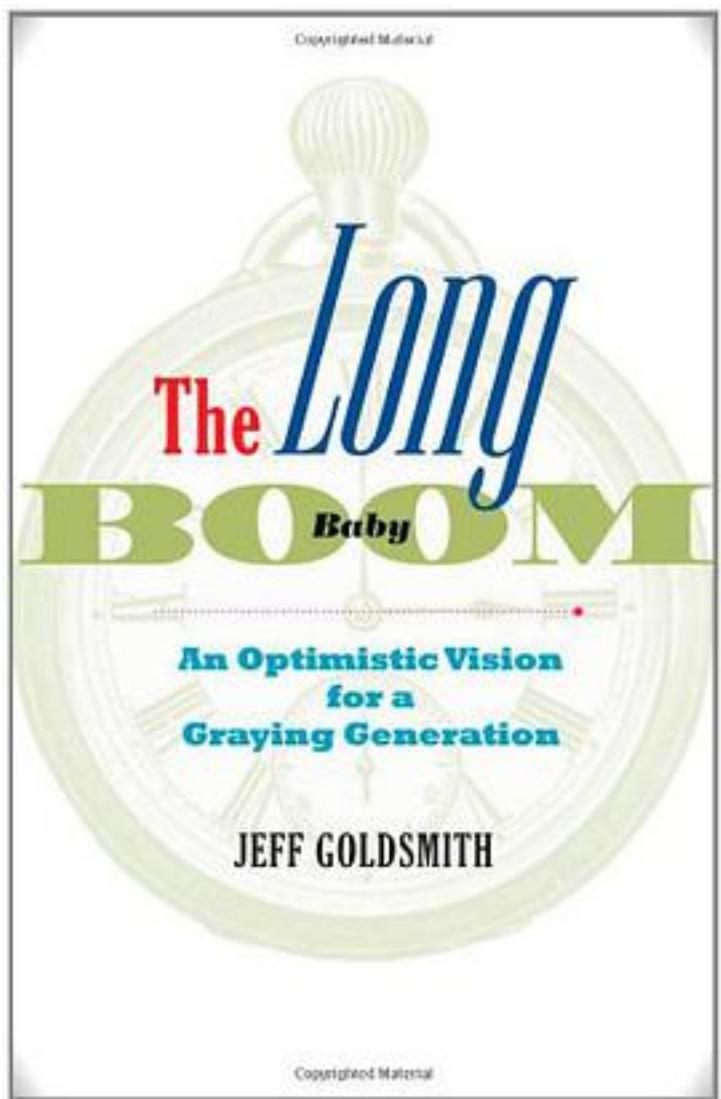


The Long Baby Boom



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In 2006, the first baby boomers turned 60, unleashing a veritable tidal wave of gloomy punditry, advertising for financial services, and forecasts of impending national bankruptcy. In *The Long Baby Boom*, Jeff Goldsmith counters the predictions of such "catastropharians" with a far more optimistic scenario. Drawing on evidence that most baby boomers plan on working long past age 65, Goldsmith argues that they will have a constructive impact on society over the next twenty years. By assuming a much larger portion of the financial burden of their own retirement and health costs, they will help preserve Social Security and Medicare for the less fortunate and for successive generations. *The Long Baby Boom* is the first comprehensive forecast of baby boomers' career plans, health trends, and cultural and political values. Goldsmith's pro-work, pro-savings, pro-health social policy emphasizes personal responsibility without ripping the social safety net. Optimistic and innovative, *The Long Baby Boom* doesn't promise a cloud-free future, but it does reassure us that the sky isn't falling.

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目录:

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