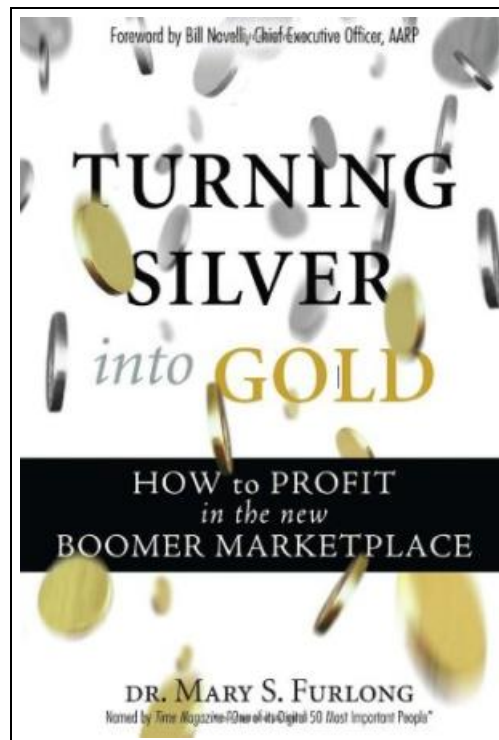


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TURNING SILVER INTO GOLD: HOW TO PROFIT IN THE NEW BOOMER MARKETPLACE (PAPERBACK)

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FT Press, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: This new book is as useful for baby boomers as it is for marketers: it will guide boomers on their journeys and give marketers the tools to help them get there. -- P. G. Kishel, Cypress College (Reprinted with permission from CHOICE, copyright by the American Library Association) Seasoned digital-marketing strategist Furlong explores the breadth and depth of the baby-boomer market. Boomers make up 25% of the population, own 77% of the country's financial assets and are looking at greater discretionary income as they go about retiring the word "retire." They are now marching well into middle age and their marketplace desires are morphing, explains Furlong in this broad and thoughtful book. The author sees them as representing hundreds of market segments: Boomers have concerns and interests including health, investing, entertainment and travel, sexuality, entrepreneurship and technology, religion and spirituality and a vast array of philanthropic and social commitments. The title's silver may mean hair color, but the gold represents wisdom as well as wealth, "and how they will transform their financial worth into good works." Still, Furlong has profit-oriented business advice to tender, giving dozens of examples of how the boomers' interests can be met, particularly by Internet-savvy businesspeople, from software that helps sharpen memory to dealing with loneliness to safe sex to civic engagement. Furlong displays a genuine grasp of boomer sensibilities, especially those of decency and happiness and the common good; when she speaks of value added, it is not just the markup but how the product or service adds to the pleasure of living right and well. -- Kirkus Business & Personal Finance Report "Mary is an evangelist who has been selling the dream of the boomer/senior market for...



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