



AARP'S Best Books Series

Baby Boomers

Boomer Nation: The Largest and Richest Generation Ever, and How It Changed America by Steven M. Gillon. (Free Press, 2004)

The Greater Generation: in Defense of the Baby Boom Legacy by Leonard Steinhorn. (Thomas Dunne Books, an imprint of St. Martin's Press, 2006)

Longevity Revolution: As Boomers Become Elders by Theodore Roszak. (Berkeley Hills Books, 2001)

Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America by Marc Freedman. (Public Affairs, 1999)

Spiritual Marketplace: Baby Boomers and the Remaking of American Religion by Wade Clark Roof. (Princeton University Press, Reprint Edition, 2001)

Also Recommended

After Fifty: How the Baby Boom Will Redefine the Mature Market by Leslie M. Harris, Ed. (Paramount Market Publishing, 2003)

Baby Boom: Americans Born 1946 to 1964 by Cheryl Russell, The American Generations Series. (New Strategist Publications, 2004)

Lives and Times of the Baby Boomers by Mary Elizabeth Hughes and Angela M. O'Rand. (Russell Sage Foundation and Population Reference Bureau, 2004)

Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions, 3rd ed. by Brent Green. (Paramount Market Publishing, 2006)

Reinventing Aging: Baby Boomers and Civic Engagement by Center for Health Communication and Metropolitan Life Foundation. (Harvard School of Public Health, 2004) (Available online at www.ReinventingAging.org)

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Richard P. Adler

Richard Adler has been a leader in the field of aging and technology for more than a decade. He is a pioneer in developing technology training programs for and conducting research on the impact of technology on older adults.

Richard is principal of People & Technology, a research and consulting firm in Cupertino, CA. His recent activities include serving as lead U.S. consultant to the Smart Senior Consortium, a multi-national initiative to develop business strategies for the mature market, and directing a project on "The Future of Aging" for the State of the World Forum. He also served as Senior Vice President for Education for SeniorSurfers, a start-up company that provided computer training to older adults in California and Arizona. Other clients include the Canadian Association of Retired Persons, InfoWorld, Fujitsu, the Japan Research Institute, Microsoft, Procter & Gamble, Bell Atlantic/Verizon, the Seniors Media Lab, and Xerox PARC.

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