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)


Also Recommended


List compiled by:
Richard Adler, Principal of the People & Technology Research Group in Cupertino, CA and former director at the Institute for the Future Research Group in Palo Alto, CA.

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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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