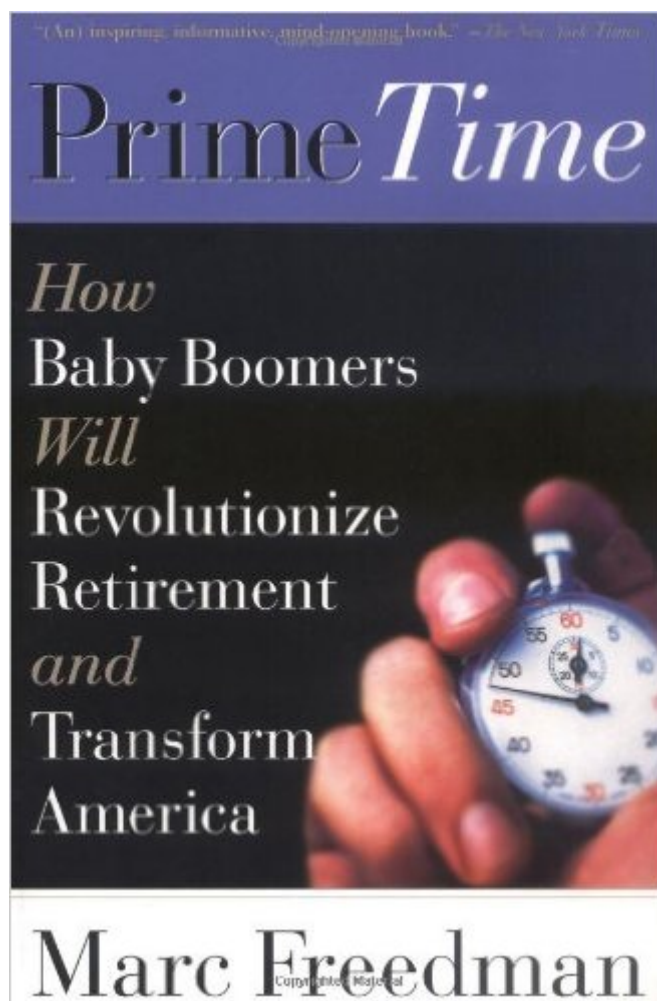


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# Prime Time: How Baby Boomers Will Revolutionize Retirement And Transform America



## Synopsis

Over the next three decades, the number of Americans over fifty will double, swelling to more than a quarter of the population. Already we are living thirty years longer than a century ago, with further gains expected in the coming years. The end result is a new stage of life, one as long or longer than childhood or middle age in duration, and one spent in unprecedented good health. Yet, as individuals, and as a society, we've shown little imagination or wisdom in using this great gift of a third age. Marc Freedman identifies the new longevity as not a problem to be solved, but an opportunity to be seized-provided we can engage the experience, talent, and idealism of older Americans. At a juncture when the middle-generation faces a time-famine, struggling to simultaneously raise kids and work long hours on the job, the older generation is awash in free time, poised to succeed women as the trustees of civic life in this country. In the process they stand to find new meaning and purpose in their lives, and abandon the limbo-like state unfulfilling for so many older individuals. Freedman argues that the aging phenomenon, the massive transformation that many portray as our downfall, may in fact be our best hope for renewal as a nation.

## Book Information

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## Customer Reviews

Marc Freedman's book communicates a forward thinking idea that is the next step in social development. Similar to how childhood was reinvented as a valid life stage in the nineteenth century and adolescence in the twentieth century, the new life stage of older retired adults represents the potential for dramatic civic renewal in our time. Those who believe Marc Freedman is advocating for further work after retirement are sorely mistaken and have missed the basic founding premise for

his book. He is by no means attempting to guilt trip retirees out of taking a deserved break and rejuvenating themselves with plenty of golf and travel. Marc Freedman points out that the key is to achieve a better balance of work across generations. Our society manages to skew work into a massive time commitment, monopolizing our entire lives for the span of our careers and leaving time for nothing else. People naturally become either absolutely addicted or repelled by the idea of further service. He emphasizes that most people do need to get an R&R fix after working hard for decades but that after a certain amount of relaxation, many older people testify to needing deeper purpose and something to commit to in their retired lives. This empty place in their lives may be best filled through meaningful civic service, perhaps in areas that they had never considered before like mentoring school children or by continuing their lifelong career paths such as the doctors at the Samaritan House Clinic. Freedman advocates for a revolution of society's attitudes towards older people in order to give them the option of remaining active and contributing to society or not.

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