

AGE POWER: HOW THE 21ST CENTURY WILL BE RULED BY THE NEW OLD BY KEN DYCHTWALD



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The baby-boom generation
is about to transform into the largest
elderly population in human history,
changing how everyone lives,
large and small.

No business, family, or home
will work tomorrow as it does today.

Age Power

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Ken Dychtwald, Ph.D.

bestselling author of *Age Wave*

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Amazon.com Review

"Old simply isn't what it used to be," writes gerontologist Ken Dychtwald, bestselling author of *Age Wave*. In the 20th century, the number of Americans ages 65 and older increased from 3 million to 33 million. This number is likely to double by 2035! After 30 years in the field of aging, Dychtwald is convinced that "'Age Power' will rule the 21st century" and that "dramatic anti-aging breakthroughs" in supernutrition, hormone replacement, gene therapy, bionics, and organ cloning will be discovered in the near future.

This all sounds like wonderful news, except that Dychtwald fears that "we are woefully unprepared" for the aging of the boomers. He sounds a wake-up call to "the five social train wrecks we need to prevent." For example, society will face epidemics of chronic diseases such as Alzheimer's (14 million Americans will have it by the mid-21st century). Tens of millions will live their long, last years in poverty. And living longer will be worthless if the elderly spend their last decades doing little more than watching television--40 million retirees average 43 hours a week of TV now!

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From Publishers Weekly

In a far-sighted and important report, Dychtwald warns that unless we productively integrate the elderly into all levels of our society, the U.S. will rapidly become an "elder wasteland." A psychologist, gerontologist and corporate consultant, Dychtwald's (*Age Wave*, *Bodymind*) new book is a wake-up call to debt-laden baby boomers heading toward poverty-stricken old age, to senior citizens and to society as a whole. He succeeds admirably, even though his presentation is weakened by catchy generalizations, facile predictions and lecture-circuit style ("The epicenter of economic and political power will shift from the young to the old" as the nation is transformed into a "gerontocracy"). Instead of a standard retirement at age 65, Dychtwald recommends "phased retirement" programs, long practiced in Europe, as well as more portable pensions. He advocates making self-care and disease prevention national priorities and calls for the creation of a National

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In this breakthrough book, Dychtwald explains how individuals, businesses, and governments can best prepare for a new era in which the priorities of our homes and nation will be set by the needs and desires of the elderly. He surveys how each of us must make individual decisions right now to "age-proof" our lives.

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- 288 pages

Features

- Great product!

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Relevant to the current Health Care Debate

By Robert Szekely

Dr. Dychtwald brings up an important point in this book that many have failed to adequately consider regarding the implementation of universal health care in the United States. Namely, that what improving health technologies and treatments have done over the last century is extended life, and by doing so, have also extended periods of illness or incapacity toward the last decade or so of life in many instances.

He puts forward the premise that until the 20th century, diseases would often result in death for people in between roughly 40 and 55 years of age. By curing many of these diseases, what we have done is deferred death and extended suffering. Instead of "death panels for grandma and grandpa" (which were never actually considered, just negatively spun by opponents of the health care legislation) he recommends that "Health Maintenance Organizations" actually live up to their names, by proactively promoting and directly supporting healthy lifestyle choices, to "compress" illness into a much shorter period at the end of life, and paying for long-term care where needed (where if his proposals were adopted), would be much shorter and less frequent than they are presently.

0 of 0 people found the following review helpful.

The topic may be a bit boring, but this book is as good as can be to explore it.

By Sean D

You are probably only reading this for a particular college class. The topic may be a bit boring, but this is a great book to explore the topic. The author is too the point, and his writing is clear.

0 of 0 people found the following review helpful.

this is still a very useful book and worth the read

By Teresa Weaver

Although somewhat dated, this is still a very useful book and worth the read. I highly suggest this book for a beginning foundation on social aging.

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