

BUSINESS / ECONOMICS

Critical Acclaim for Return of the Boomers

"When the going gets tough, count on mature Americans to see the big picture and figure out what really matters. The authors have done just that in their latest book RETURN OF THE BOOMERS in which they provide a fact-based case for the role the mature workforce must play in helping to save our economy, our companies and ourselves."

Ken Dychtwald, Author of THE POWER YEARS: A USER'S GUIDE TO THE REST OF YOUR LIFE and WORK PURPOSE: GOING FROM SUCCESS TO SIGNIFICANCE IN WORK AND LIFE

"As the editor of a major, award winning executive publication, I believe RETURN OF THE BOOMERS delivers senior executives with a passionate economic case and a set of practical templates for harnessing the energy, expertise and consumption impact of mature workers. Keeping aging workers engaged in the workforce and participating as active wage earners may be one of our best strategies for mitigating the adverse impact of large unfunded societal entitlements."

Bob Ritter, Editor-in-Chief, Washington CEO Magazine

"Carleen MacKay and her co-authors have done it again. RETURN OF THE BOOMERS offers both a clear glimpse of our economic future and a bold call to heroic leaders to take steps now to preserve America's competitiveness."

Daniel H. Pink, Author of A WHOLE NEW MIND, FREE AGENT NATION and JOHNNY BUNKO

US \$19.95 CAN \$25.95

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RETURN OF THE BOOMERS
Carleen MacKay, Phil Newbold & Brad Taft
Cambridge Media

Return of the Boomers

A Leader's Guide



Crossing the Bridge to the Future with the Help of the Mature Workforce

Carleen MacKay
Phil Newbold
Brad Taft