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SILVERTIPS

Dear Kim,

Beware The Outspoken Older Majority

There was a time when women were often depicted in a singular role as housekeeper. Cooking, cleaning, tending to the kids and waiting for hubby to return from work.

Boomers changed all that. They lobbied. They protested. They burned bras. They experimented. They demanded. And the world responded. Now these stereotypical images of society are seen only in retro 'Mad Men' shows and documentaries.

Well here's news; Boomers haven't stopped speaking their mind and so they will revolutionize ageing. "Boomers, who will usher us into senior dominance, are the best educated, most socially conscientious, most politically savvy older generation the world has ever seen," says respected author, Theodore Roszak.

Welcome the 'new old'. A large, outspoken body of population/consumers who will denounce negative stereotypes and will demand facilities, products and services that are age friendly.

Three Thoughts Of Caution:

1. Government and industry needs to plan immediately for a age-friendly world. Facilities being planned and built today will need to accommodate a considerably older population.
2. Businesses need to adjust their products and services to remain relevant to an ageing customer.
3. Businesses that make, or market their users by age will suffer at the expense of those that understand the principles of ageless marketing.

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- [5 Things Retailers Need to Know About Marketing To Baby Boomers](#)
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SILVER NEWS

Silver delivers keynote address to Retirement conference in KL
View 'Building an Age-Neutral Society' slide summary here.

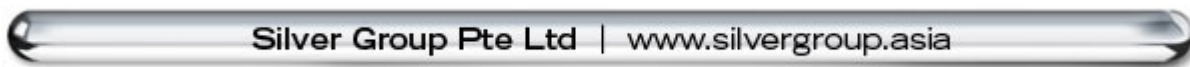
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