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SILVERTIPS

Dear Kim,

"Age-Friendly" The New Mantra for Business

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Many people make the short-sighted assumption that the business potential of the 50+ group is restricted to products and services for 'older people'. While such opportunities certainly exist in this area, it's a niche!

The greatest opportunity for business lies in adapting existing, everyday products and services to meet the changing needs of an ageing customer. The key is to understand what must be done to keep products and services relevant to consumers as they age both physically and emotionally.

Understanding these needs and integrating them seamlessly into the offering will make the experience 'age-friendly'. As the ranks of ageing (and outspoken) boomers swell, this will become a business imperative for almost every consumer marketer.

This article is our contribution to **Boomer StrataGEMS™ — Tools, Technologies & Techniques, a 102-page eGuidebook and Resource Listing** for using social media and digital technology to engage Baby Boomers and Seniors.

[Click here if you'd like to view the Table of Contents or download the complete 102-page eGuidebook for just US\\$6.75.](#)

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Luxury and the 50+ Consumer

Conventional wisdom is that older consumers, though often wealthy enough to afford luxury items, are more into 'experiences' than 'possessions' at this stage of life.... [more](#)

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Kim Walker wins "Best Speaker Award" at the World Advertising Forum.

Silver CEO, Kim Walker was voted 'best speaker' among 7 international speakers by over 800 delegates at the 2nd WAF held in Tehran.

Book reprint features chapter by Silver.

The second edition of "The Silver Market Phenomenon" includes a chapter written by Silver about the age-neutral customer journey.

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Despite the many efforts most insitutions have yet to adjust their out-dated policies as made evident by recent letters published ... [more](#)

Senior driving Insurance. Age discrimination? Missed opportunity?

A newspaper article I read recently mentioned "Safety Tips For Senior Drivers". Interesting because it recognizes some of the physiological-decline issues we face with age.... [more](#)

Clever 50+ Dedicated Insurance Website?

Maybe it's been around a while but I've just noticed this website by Apia (Australian Pensioners Insurance Agency). Check out the "Guide to the Good Life". You'd be hard pressed to recognize this as an insurance website ... [more](#)

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