


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 Contents

## Abstract

This paper examines social and cultural changes among the baby boomer generation, born in the period 1945-1954. Boomers are characterized by their delayed entry into the workforce, late retirement; or heralding the beginning of the 'retirement revolution'. This paper seeks to explore the impact of mass media and cultural and social histories of the post-war period. The article provides a critical analysis of the construction of boomers as a 'problem generation', exploring this from the perspective of demography, consumption and politics. The paper concludes with a research agenda for further work around the boomer generation.

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