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Abstract

This paper examines the lives of the baby boomer generation born in the period 1945-1954. It explores their experiences of growing up, work and retirement; or how they have spent their lives and what social care services. The paper discusses the challenges of ageing and the impact of sociological studies, the 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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