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Organizing the Baby Boomer Construct: An Exploration of Marketing, Social Systems, and Culture

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Abstract

Baby boomer trends are applied in the development of a conceptual framework that offers a social systems and cultural model for future studies. While there has been considerable recent attention paid to baby boomers, the studies lack a coherent theoretical base that would allow for more advanced and continuing research. Aging baby boomers heading into retirement present excellent research opportunities for scholars.

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