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

Jeremy H. Lipschultz Michael L. Hilt & Hugh J. Reilly

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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.

## Related Research Data

### Erratum

Source: Journal of Services Marketing

The portrayal of senior citizens by banks in newspaper advertisements: A content analysis

Source: Services Marketing Quarterly

America's looming creativity crisis

Source: IEEE Engineering Management Review

Practitioners' evolving views on product placement effectiveness

Source: Journal of Advertising Research

Identifying mature segments

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