



## The Leisure Economy: How Changing Demographics, Economics, and Generational Attitudes Will Reshape Our Lives and Our Industries (Hardback)

By Linda Nazareth

John Wiley and Sons Ltd, United Kingdom, 2007. Hardback. Condition: New. Language: English . Brand New Book. For the past three decades, we have been steadily creating an extreme time-crunch economy that has affected jobs, portfolios, businesses and lives. But the time-crunch economy is turning into the leisure economy and it will mean wrenching adjustments for our lives and institutions. Everyone from consumers, investors, businesses, and policy-makers will need to understand the changes afoot. The Leisure Economy posits profound economic changes in North America due to both the retirement of the baby boomers and the attitudes of ascendant generations X and Y. Looking at trends in demographics, economics and generational change, this book looks at how to stay ahead of the leisure economy and predicts who will be the winners and losers in the seismic shift ahead.

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