



# The Old Rush: Marketing for Gold in the Age of Aging

*Peter B. Hubbell*

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The age of aging will begin in 2014 as the last of the baby boomers turn 50. No other global trend will do more to impact the way we live, think, act, and interact with brands for the next twenty years. *The Old Rush: Marketing for Gold in the Age of Aging* is an invaluable primer for marketers who want to seize the next big fast-growth opportunity—a chance to propel their brands and businesses forward rapidly and on a global scale. In this book, Peter Hubbell makes a strong case for why the nearly 80 million baby boomers are marketing's most valuable generation and then outlines the basic rules of marketing engagement with this cohort along with practical ideas that brands and businesses can use to create their own success. The lessons from the Gold Rush are particularly apt to the modern-day Old Rush: decisiveness, agility, creativity, and perseverance will be the skills needed to thrive with the aging consumer.

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