



## S comme seniors

By Hababou, Ralph

FIRST, 2014. Paperback. Book Condition: NEUF. " Les faits sont irréfutables et les chiffres accablants : la France vieillit. Les plus de 60 ans, qui sont 15 millions aujourd'hui, seront 20 millions dès 2030, soit un tiers des Français. Dans les années 1980, au moment du départ à la retraite, il nous restait en moyenne 7 années à vivre. Nous en sommes aujourd'hui à près de 25 années, soit une belle 3 e mi-temps en perspective. Ce vieillissement de la population française se double d'une évolution économique et sociologique forte : les " papy-boomers " arrivent à l'âge de la retraite avec beaucoup plus de moyens financiers et de nouvelles attentes quant à leur confort de vie. L'économie des " cheveux blancs " (ou silver economy, en référence à la chevelure argentée des seniors) est donc un véritable enjeu pour la société et pour les sociétés. A l'ère de l'" Homo senectus ", l'enjeu n'est donc pas tant de rajouter des années à la vie, mais de la vie aux années. Pour vivre longtemps, vivons heureux ! Mon sujet ne concerne donc pas les maisons de retraite, le montant des pensions ou l'état de santé de nos aînés. Il s'agit...

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