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Sommario/riassunto	As we age, society's negative assumptions mean we become a burden, a problem and the excluded 'other'. With a convincing call to embrace all that is positive about ageing comes this timely book from the authors of Retiring with Attitude. Debunking the myth of the ageing time bomb it presents a new, yet realistic, way for society to engage with older people from a myriad of perspectives, including consumerism, media, work, housing, community and 'beauty'. Brought alive by the voices of people aged 50 to 90, it proves ageing is not passive decline but a process of learning, joy, political engagement, challenges and achievement. Increased longevity has consequences for us all. By challenging our assumptions and stereotypes, this book demonstrates that we are capable of living better together longer in this new, older world.