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Sommario/riassunto	Demographic change is affecting societies and organizations alike. Although ageing is relevant to all, there is still a tendency for more negative stereotypes to be attributed to older individuals, while positive stereotypes are mainly associated with younger individuals. Further, there are indications of gendered ageism, showing that age prejudices are more likely to affect women. This book argues that, through holistic measures, human resources management is of fundamental importance to an age-friendly and non-age-discriminatory culture. It can be

assumed that awareness-raising on age issues also takes into account the gender issue. Drawing on qualitative interviews with employees in the Austrian banking industry and using an analytical framework, the author provides suggestions and implications for organizations to address this situation.

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