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Nota di contenuto	Front matter -- Contents -- Preface -- Acknowledgments -- Overview: The Birth Quake and Its Aftershocks -- PART 1. Defining Concepts and Terms -- PART 2. First-Order Effects of Changing Relative Cohort Size -- PART 3. Second-Order Effects of Changing Relative Cohort Size -- PART 4. Third-Order Effects of Relative Cohort Size -- Appendix A: Expectations in the Williams College Class of 1999 -- Appendix B: Data for Figure 4.1 -- Notes -- References -- Author Index -- Subject Index
Sommario/riassunto	Between 1965 and 1985, the Western world and the United States in particular experienced a staggering amount of social and economic change. In <i>Birth Quake</i> , Diane J. Macunovich argues that the common thread underlying all these changes was the post-World War II baby boom—in particular, the passage of the baby boomers into young adulthood. Macunovich focuses on the pervasive effects of changes in "relative cohort size," the ratio of young to middle-aged adults, as masses of young people tried to achieve the standard of living to which they had become accustomed in their parents' homes despite dramatic reductions in their earning potential relative to that of their parents. Macunovich presents the results of detailed empirical analyses that

illustrate how varied and important cohort effects can be on a wide range of economic indicators, social factors, and even on more tumultuous events including the stock market crash of 1929, the "oil shock" of 1973, and the "Asian flu" of the 1990's. Birth Quake demonstrates that no discussion of business or economic trends can afford to ignore the effects of population.

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