



Gilligan Meets Google: A Baby Boomer's Survival Guide to the Digital Age

Charles Sanger

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As baby boomers cross the middle age mark they find themselves caught in the perfect storm. They face the normal generation gap between the styles, music, and culture of the younger generation. But beyond that they face global changes as the world transitions from the Industrial Age to the Digital Age. Unlike any generation before them they're gifted with many productive years after retirement from their careers. Gilligan Meets Google is a survival handbook that successfully navigates baby boomers throughs this perfect storm. Readers explore the massive technical changes that occurred during the first half of their adult lives. Next they tour through the Digital Age: what it is and how we got here. And finally the book demonstrates how readers can make the last half of their lives the most impactful.



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