



Financial Times Press
Distributed in Canada by:
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FOR IMMEDIATE RELEASE

ThirdAge Media Founder Publishes *Turning Silver into Gold*

New book shows businesses and entrepreneurs how to enter the baby boomer market with a plan

January 31, 2007 (Upper Saddle River, NJ) – Turning Silver Into Gold by Dr. Mary Furlong is a guide for businesses and entrepreneurs that are serving, or want to serve, the 40+ market. It is a guide on how to develop products and services to successfully reach that market and achieve their financial or market share goals.

With more than 91% of the net assets in the U.S. are in the hands of the 40+ market, according to Ken Gilpin of *The New York Times*, author Mary Furlong, founder and chairman of ThirdAge Media, knows that the opportunities for success are enormous for those who both understand the marketplace and have the tools, resources, and data to build a business around it. *Turning Silver Into Gold* can help readers with both.

Through extensive market research and stories of passionate entrepreneurs and brand leaders, readers will learn how to segment boomer markets and identify opportunities to innovate entirely new categories of products and services. They'll also discover which sales and marketing strategies really work in the worldwide boomer market.

“Mary is an evangelist who has been selling the dream of the boomer/senior market for over twenty-five years. She understands the customer segment better than anyone, and this book reflects her insight.”

Guy Kawasaki, Managing Director, Garage Technology Ventures and author of *The Art of the Start*

*“While there is no question that *Turning Silver Into Gold* will hold a special interest for entrepreneurs and investors I think it will find an equally eager and appreciative audience among boomers (and their parents and their children) for its insights into aging and the possibilities that a long life offers all of us.”*

William D. Novelli, Chief Executive Officer, AARP

Review copies of *Turning Silver Into Gold* by Dr. Mary Furlong are available by request. For free sample content downloads, visit www.ftpress.com/silverintogold. To schedule an interview with the author or to request an excerpt for publication, please contact Ken Spence at ken.spence@pearsoned.com or call 416-386-3459.

About the Author

Dr. Mary Furlong has appeared on CBS, the Today Show, PBS and NPR to discuss issues related to trends in aging and technology. *TIME* Magazine recognized her contribution as founder and chairman of ThirdAge Media by honoring her in 1999 as one of its "Digital 50." In March 2001, *Fortune Small Business* Magazine named Mary as one of the "Top 25 Women Entrepreneurs." *Interactive Age* included her among its "Twenty-Five Unsung Heroes on the Web." She also received the "New Choices Award" from Reader's Digest along with fellow recipient former President Jimmy Carter. For 20 years, she has guided the digital marketing strategies of major U.S. corporations for their 45+ age markets.

About Financial Times Press

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Turning Silver into Gold: How to Profit in the New Boomer Marketplace

Dr. Mary Furlong
Financial Times Press
January 31, 2007
\$29.99 CAN, Cloth
0-13-185698-7