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SECTION D

Thursday, February 8, 2007

# Publishing experiencing a boom about boomers

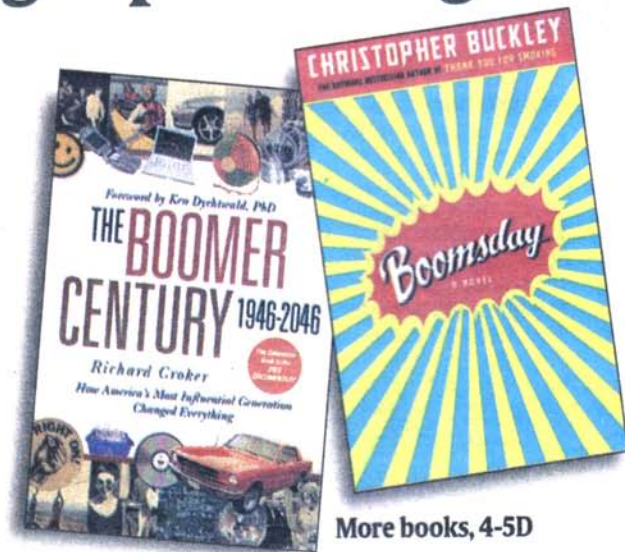
## Their 'third act' prompts satire, self-help books

By Carol Memmott  
USA TODAY

Baby boomers are the first to admit they have been obsessed with themselves at every stage of their lives. Which may be why publishers increasingly are dropping the "B" word into book titles.

The 78 million Americans born between 1946 and 1964 are getting — yes, we have to use the word — old. They have plenty of questions about what lies ahead. They may turn to books for the answers.

"Our tradition has always been to re-create or reinvent whatever we're going through, whether it's parenting or menopause and now this third act of life," says Sara Davidson,



More books, 4-5D

author of *Leap! What Will We Do With the Rest of Our Lives: Reflections From the Boomer Generation* (Random House, \$25.95). It's on sale Feb. 20.

Davidson, who wrote the iconic 1973 novel *Loose Change*, about three women coming of

age in the 1960s, found herself at age 56 dealing with unemployment, a relationship breakup and an empty nest. Her personal crisis gave birth to *Leap!* for which she interviewed 200 famous and not-so-famous boomers, including Gloria Stei-

nem, Carly Simon and Tom Hayden, about how they're making the most of this stage.

Two new novels have some fun at boomers' expense:

► *Jimi Hendrix Turns Eighty* by Tim Sandlin (Riverhead, in stores). It's 2022, and an ailing boomer discovers that his fellow retirees at the assisted living center are embracing the hippie life they lived in the '60s.

► *Boomsday* by Christopher Buckley (Twelve, April). The book is a satire about the government's plan to "incentivize" suicide so it can save Social Security as boomers begin to retire.

Also due in April is *The Boomer Century 1946-2046: How America's Most Influential Generation Changed Everything* by Richard Croker (Springboard Press), a companion book to a PBS documentary.

"The baby-boomer market is enormous in terms of spending power and numbers," says Matthew Ballast of Spring-

board, a Warner imprint dedicated to boomers. "These are people very interested in personal growth, health and other issues."

Springboard also will publish *Bobbi Brown Living Beauty* in March. The CEO of Bobbi Brown Cosmetics just turned 50. Her book focuses on redefining beauty for women who are over 40.

In April, Warner Books will publish *Chasing Life: New Discoveries in the Search for Immortality to Help You Age Less Today* by Sanjay Gupta.

Baby boomer Mitchell Kaplan, owner of the three Books & Books stores in the Miami area, predicts that readers may see more of these books as boomers move from middle age to "deep middle age."

"Older people tend to read more. And as we boomers continue to explore ourselves, we will probably write more about ourselves and read more about ourselves, too."