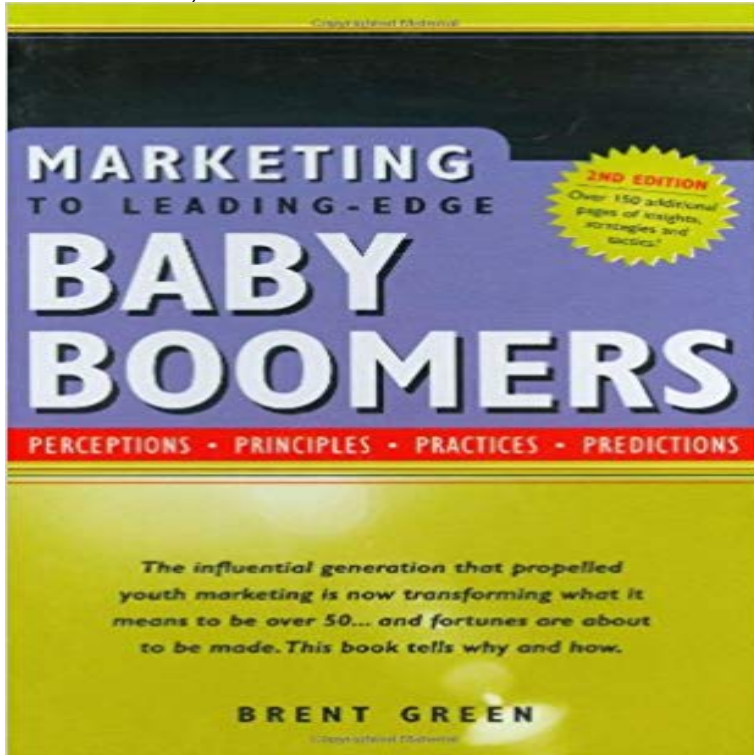


# Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions



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