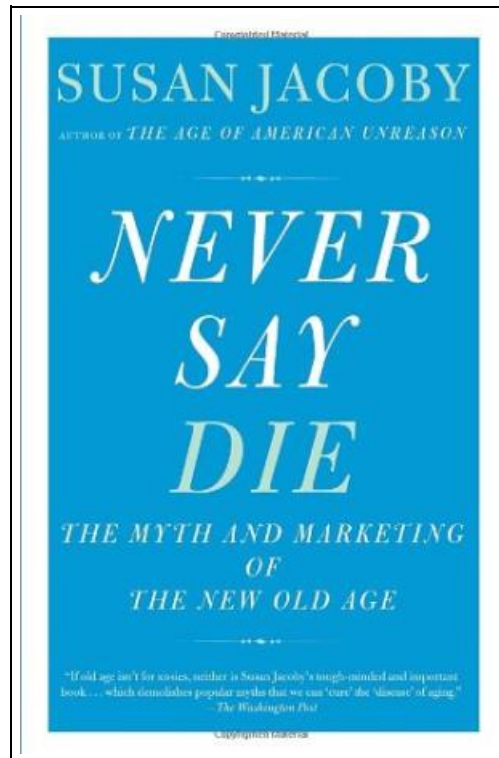


Never Say Die: The Myth and Marketing of the New Old Age



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Vintage Books, United States, 2012. Paperback. Book Condition: New. Reprint. 203 x 137 mm. Language: English . Brand New Book. In *Never Say Die*, Susan Jacoby delivers a brave, impassioned, and exceptionally important wake-up call to Americans who have long been deluded by the dangerous myth that a radically new old age awaits the huge baby boom generation. Combining historical, social, and economic analysis with personal experiences of love and loss, Jacoby unmasks the fallacies promoted by twenty-first-century hucksters of longevity, and reveals the hazards of the magical thinking that prevents us from facing the genuine battles of growing old. *Never Say Die* speaks to Americans, whatever their age, who draw courage and hope from facing reality instead of embracing platitudes and delusions, and who want to grow old with dignity and purpose. It is a life-affirming and powerful message that has never been more relevant.



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