



Wirtschaftliche Potentiale des Alters (Urban-Taschenbücher) (German Edition)

Rolf G. Heinze, Gerhard Naegele, Katrin Schneiders

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Bis vor Kurzem wurde Altern fast ausschließlich als Bedrohung für die Zukunftsfähigkeit von Wirtschaft und Gesellschaft wahrgenommen. In jüngster Zeit werden stattdessen die Kompetenzen und Potentiale des Alters betont. In dem Buch werden die verschiedenen Facetten dieser Potentiale erstmals umfassend dargestellt: von Begriffen wie Produktivität und Innovation bis zur Bedeutung der Älteren auf formalen und informellen Arbeitsmärkten. Einen Schwerpunkt bildet die Analyse einzelner seniorenwirtschaftlicher Sektoren (u. a. Handel, Handwerk, Wohnungs- und Gesundheitswirtschaft) und Regionen.



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