



## From Grey to Silver

*Sven Kunisch, Stephan Boehm, Michael Boppel*

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Demographic change is one of the most crucial issues of our time. This book sheds light on the demographic implications companies face. Based on an integrated framework, the book investigates three important perspectives: An economic and social perspective helps organisations and managers better understand the basic parameters of demographic change and its influences on the labour market. A human resources and leadership perspective reveals how age management can help retain employees of different age groups as motivated and productive workforce members. An innovation and marketing perspective examines how companies can exploit the potentials that senior customers offer. A combination of research-driven and practice-oriented chapters makes this book a profound and an interesting read. It primarily addresses executives from various organisational fields, including HR, marketing, and management. Professional trainers, scholars and students of economy and business will also gain valuable insights. Dr. Guenter Pfeiffer, Chief Personnel Officer and member of the Executive Board, Swisscom Group “New approaches are required to restructuring, redeployment and age management that go beyond the typical instruments of part-time models and flexible retirement schemes.” Dr. Guenter Pfeiffer, Chief Personnel Officer and member of the Executive Board, Swisscom Group “Recognising the business consequences of the demographic developments and taking these into consideration are imperative for the competitiveness of not only companies, but also entire economies.” Bundespraesident a.D. Prof. Dr. Roman Herzog Former President of the Federal Republic of Germany

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