

Table of Contents

Foreward, by <i>Massimiliano Valerii and Francesco Maietta</i>	VII
Preface. Beyond liquidity, Degrowth and non-places	1
Introduction. The new physiology of the generations	13
Part One. Pre-adults	
The generation Z of digital natives	23
Lively Kids (4-8 year olds, males and females)	25
TechTweens (9-12 year olds, males and females)	33
ExpoTeens (13-15 year olds, males and females)	39
ExperTeens (16-19 year olds, males and females)	47
Part Two. Young adults	
The generation Y of post-capitalist millennials	57
CreActives (20-25 year olds, males and females)	61
ProActives (25-30 year olds, males and females)	71
ProFamilies (30-35 year olds, males and females)	79
ProTasters (35-40 year olds, males and females)	87
Part Three. Mature adults	
The generation X of post-idealists	97
New Normals (40-50 year olds, males and females)	99

Singular Women (40-60 year old, females)	107
Mind Builders (50-60 year old, males)	115
Premium Seekers (55-70 year olds, males and females)	123

Part Four. Long-lived

The Boomer and Super-Adult generations	133
Job Players (65-75 year old, males)	137
Family Activists (over 65 year olds, males and females)	143
Pleasure Growers (over 70 year olds, males and females)	151
Health Challengers (75-90 year olds, males and females)	159
Conclusions. From representation to recognition	165