Steve Franklin and Lynn Peters Adler Share Centenarian Secrets to Success in Business and Life in Their New Book, “Celebrate 100”

The book explores the wisdom, wit, insight and perspective of contemporary centenarians who have lived their lives with determination, personal courage, and accomplishment.

Hoboken, NJ (PRWEB) July 16, 2013 -- Many answers to the challenging questions of life today can be found in the wisdom of those who have traveled the road before us. We seek answers to our troubling economy, answers to an uncertain future, and answers that will lead to financial security, emotional stability, meaningful relationships, enjoyable work, and living life longer, healthier, and "larger." What if the answers to many of these challenges about money, work and life could be found in the authentic wisdom and experiences from the past and present in America's centenarians? And what if we fail to capture that wisdom and experience - those secrets - and share them with the younger generation?

Based on video recorded interviews and extensive surveys of more than 500 centenarians, “Celebrate 100: Centenarian Secrets to Success in Business and Life” (WILEY; July 2013) by Steve Franklin and Lynn Peters Adler brings readers into a world few people have ever known. The authors share the wisdom, wit, insight and perspective of these contemporary centenarians who have lived their lives with determination, personal courage, and accomplishment. The book was designed and written to entertain as well as to educate the reader. Included are over 50 color pictures of active centenarians, who, along with many more of their peers, share quotes and illustrative stories from their lives.

The book distills the knowledge of these 500 centenarians into six chapters. Beginning with an overview that will acquaint the reader with contemporary centenarians and their lifestyles, it goes on to discuss their opinions and wisdom on careers, money, life management, secrets of longevity, and concludes with an inspirational chapter of true life stories, which underpins it all. The book proves the truth of the adage, "with age, comes wisdom."

"The interviewees were asked questions about money, work, and many aspects of life that confront every one of us. We asked them to share their advice and secrets about these issues from two perspectives; what they actually did that worked, or what would they recommend for the younger generation after a century of trial and error, success and failures," says Franklin.

Centenarians have worked on farms and in factories, warehouses, offices and in their homes. They have been employees, bosses and entrepreneurs. They have lived through the roaring Twenties, the Great Depression, World Wars I and II, the Beatles, the Internet, cable news, space travel, and current economic, social, and political challenges. In their own words, and with no small measure of good humor, these remarkable men and women tell their stories and share their insights on life, business, making it and losing it, great sorrow and joy and living to tell the tale.

"Much of what they demonstrate by their lifestyles and activities will surprise you," Adler says. "For instance, many continue to live independently, some are driving, most exercise, and enjoy active social lives with family and friends. Some are married or remarried in later years or have companions, a surprising number use and are learning the latest computer technology and social media, those with avocations - such as painting and classic car collecting - are continuing, and a few are active in their careers or business." Adler points out that the book details what she calls "The Centenarian Spirit," five key traits that successful centenarians have in common.
“The vibrant centenarians in this book are role models for Boomers and others who are striving to create a good lifestyle in coming years.”

About the authors

Steve Franklin, PhD (Atlanta, GA) is an educator, author, promotional speaker, businessman and Centenarian Wannabe. He is a top-rated, tenured professor and Associate Dean at Emory University's Goizueta Business School. He co-authored two business textbooks used by hundreds of colleges and universities. Because his research on entrepreneurship has been reported in dozens of major newspapers, he has appeared on numerous business radio and television programs, including CNN and Gannett Broadcasting. He has served on over 15 Fortune 500 corporate boards. He lives in Atlanta with his wife Elaine. He is married with two married children and four grandchildren.

Lynn Peters Adler, J.D. (Fairfield County, CT) is an accomplished Centenarian expert, author, lecturer, consultant, and advocate for positive aging. She is founder and director of the National Centenarian Awareness Project, which maintains a popular website and blog, along with social media, featuring active centenarians. With 28 years of in depth experience in the field, she is considered a leading expert on Centenarians and their lifestyles. In addition to her Publishers Weekly award-winning book "Centenarians: The Bonus Years," she co-produced the first centenarian documentary, "Centenarians Tell It Like It Is," which aired on PBS in 1998 and 1999, authored an inspirational calendar (year 2000) of active centenarians Age With Grace: The Centenarian Spirit, published by Cedco Publishing, along with national, state and local projects and publications. Lynn has served in a leadership role in numerous state, governmental and civic entities in the field of aging, and has initiated a number of programs to bring attention to centenarians and others of advanced age. She has appeared on every major television network and many cable programs and has been featured in major publications such as the New York Times and the Wall Street Journal. In addition, she has contributed to and been quoted in a large variety of articles, and radio programs such as the Voice of America. Lynn worked with ABC in the production of a Barbara Walters Special "Living to 150" in which she appeared along with five centenarians.
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