



Midlife Crisis at 30: How the Stakes Have Changed for a New Generation-And What to Do about It

Lia Macko, Kerry Rubin

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At 30...

Former vice-presidential candidate Geraldine Ferraro was a stay-at-home mother. Founder and CEO of Oxygen Media Geraldine Laybourne was working at a public interest think tank for teachers. Political strategist Mary Matalin was a first-year law student--and about to drop out. And months prior to her thirtieth birthday, financial strategist and best-selling author Suze Orman was working as a waitress, making \$400 a month.

Decades later, these Boomer women and many others have reached the pinnacles of their professions. So why do Gen-X/Y women feel such pressure to have the perfect career, body, husband, and kids by the time they are at or around 30? Why has 30 become such a make-or-break moment?

As the generation that came of age after the most visible glass ceilings had been broken, Gen-X/Y women were raised to believe in futures without limitations. Yet, as journalists Lia Macko and Kerry Rubin reveal in their fascinating investigation, many women have distorted the well-intentioned empowerment messages of their youth and are quietly blaming themselves when they fail to overcome the very real obstacles that still exist in our society. Though many Gen-X/Y women are hitting the same roadblocks at the same time, instead of questioning what's wrong with the system--as Boomer women did in their twenties--they're questioning their own "choices."

Searching for solutions, Macko and Rubin have enlisted the aid of the New Girls' Club, a group of successful, *satisfied* women who've lived through their own crossroads moments, earned their battle scars, and now share their stories and strategies. While today's young women may indeed be a generation in the middle of a *Midlife Crisis at 30*, they now have a dream team of mentors to help guide them through it.

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