

## Millennials

A guide to investing basics by the author of *Broke Millennial*, for anyone who feels like they aren't ready (or rich enough) to get into the market Millennials want to learn how to start investing. The problem is that most have no idea where to begin. There's a significant lack of information out there catering to the concerns of new millennial investors, such as: \* Should I invest while paying down student loans? \* How do I invest in a socially responsible way? \* What about robo-advisors and apps--are any of them any good? \* Where can I look online for investment advice? In this second book in the *Broke Millennial* series, Erin Lowry answers those questions and delivers all of the investment basics in one easy-to-digest package. Tackling topics ranging from common terminology to how to handle your anxiety to retirement savings and even how to actually buy and sell a stock, this hands-on guide will help any investment newbie become a confident player in the market on their way to building wealth.

By the authors of the bestselling *13th Gen*, an incisive, in-depth examination of the Millennials--the generation born after 1982. In this remarkable account, certain to stir the interest of educators, counselors, parents, and people in all types of business as well as young people themselves, Neil Howe and William Strauss provide the definitive analysis of a powerful generation: the Millennials. Having looked at oceans of data, taken their own polls, talked to hundreds of kids, parents, and teachers, and reflected on the rhythms of history, Howe and Strauss explain how Millennials have turned out to be so dramatically different from Xers and boomers. *Millennials Rising* provides a fascinating narrative of America's next great generation.

Everything you need to harness Millennial potential *Managing Millennials For Dummies* is the field guide to people-management in the modern workplace. Packed with insight, advice, personal anecdotes, and practical guidance, this book shows you how to manage your Millennial workers and teach them how to manage themselves. You'll learn just what makes them tick—they're definitely not the workers of yesteryear—and how to uncover the deeply inspirational talent they have hiding not far below the surface. Best practices and proven strategies from Google, Netflix, LinkedIn, and other top employers provide real-world models for effective management, and new research on first-wave versus second-wave Millennials helps you parse the difference between your new hires and more experienced workers. You'll learn why flex time, social media, dress code, and organizational structure are shifting, and answer the all-important question: why won't they use the phone? Millennials are the product of a different time, with different values, different motivations, and different wants—and in the U.S., they now make up the majority of the workforce. This book shows you how to bring out their best and discover just how much they're really capable of. Learn how Millennials are changing the way work gets done Understand new motivations, attitudes, values, and drive Recruit, motivate, engage, and retain incredible emerging talent Discover the keys to optimal Millennial management The pop culture narrative would have us believe that Millennials are entitled, lazy, spoiled brats—but the that couldn't be further from the truth. They are the generation of change: highly adaptive, bright, and quick to take on a challenge. Like any generation of workers, performance lies in management—if you're not getting what you need from your Millennials, it's time to learn how to lead them the way they need to be led. *Managing Millennials For Dummies* is your handbook for allowing them to exceed your expectations. The author, a clinical psychologist, helps readers identify what is important to them, how to clarify their values, and how to navigate complex workplaces.

"A growing problem for many of today's businesses is the high turnover rate of Generation Y employees, also known as Millennials. In *Keeping the Millennials*, doctors Sujansky and Ferri-Reed explore the reasons for this situation and what can be done about it. They explain how and why companies are losing money due to high turnover, how to create a Millennial-friendly work environment, and how to fix the problem with effective long-term solutions. Readers will also discover what the most common complaints are between generations, the mistakes that companies make that brand them as bad places for young workers, the top attributes of "cool" companies, and more. This is an eye-opening guide to building a great workforce that includes and welcomes today's Millennial workers."--Publisher's website.

*Millennials Rising* The Next Great Generation Vintage

Today the Millennial generation, the cohort born from the early 1980s to the late 1990s, is the largest generation in the United States. It exceeds one-quarter of the population and is the most diverse generation in U.S. history. Millennials grew up experiencing September 11, the global proliferation of the Internet and of smart phones, and the worst economic recession since the Great Depression of the 1930s. Their young adulthood has been marked by rates of unemployment and underemployment surpassing those of their parents and grandparents, making them the first generation in the modern era to have higher rates of poverty than their predecessors at the same age. *The Politics of Millennials* explores the factors that shape the Millennial generation's unique political identity, how this identity conditions political choices, and how this cohort's diversity informs political attitudes and beliefs. Few scholars have empirically identified and studied the political attitudes and policy preferences of Millennials, despite the size and influence of this generation. This book explores politics from a generational perspective, first, and then combines this with other group identities that include race and ethnicity to bring a new perspective to how we examine identity politics.

The millennials, who constitute the largest generation in America's history, may resist a simple definition; nevertheless, they do share a number of common traits and also an ever increasing presence on film and television. This collection of new essays first situates the millennials within their historical context and then proceeds to an examination of specific characteristics--as addressed in the television and film narratives created about them, including their relationship to work, technology, family, religion, romance and history. Drawing on a multiplicity of theoretical frameworks, the essays show how these cultural products work at a number of levels, and through a variety of means, to shape our understanding of the millennials.

The Millennial Manual equips leaders to increase productivity, improve retention, and accelerate the development of their Millennial workforce. It is the culmination of five years of research, hundreds of companies and thousands of leaders sharing their best practices for managing and working with Millennials. Since Millennials became a majority of the labor force, leaders have found themselves ill-equipped to successfully manage, develop, and engage this unprecedented generation. As a result, Millennials are the most disengaged and least loyal generation at work contributing to annual costs of \$500 billion in lost productivity and \$30.5 billion in Millennial turnover. In this book, you will learn: How-To Instill Work Ethic into Millennials. How-To Eliminate Entitlement in a Millennial Workforce. How-To Structure and Deliver Training that Transforms Millennials. How-To Cure (or Curb) Millennials' Career Impatience and Job Hopping. How-To Avoid the Top 2 Reasons Millennials Leave Companies. How-To Attract Millennials with the Right Company Perks. How-To Get Millennials to Answer Your Phone Call. And 40 more proven and practical how-tos! The Millennial Manual serves as a quick reference guide for solving (nearly) all of the challenges managers face when leading Millennials.

Harry Potter and the Millennials tells the fascinating story of how the team designed the study and gathered results, explains what conclusions can and cannot be drawn, and reveals the challenges social scientists face in studying political science, sociology, and mass communication. Specifically, the evidence indicates that Harry Potter fans are more open to diversity and are more politically tolerant than nonfans; fans are also less authoritarian, less likely to support the use of deadly force or torture, more politically active, and more likely to have had a negative view of the Bush administration. Furthermore, these differences do not disappear when controlling for other important predictors of these perspectives, lending support to the argument that the series indeed had an independent effect on its audience. In this clear and cogent account, Gierzynski demonstrates how social scientists develop and design research questions and studies.

How can Millennials become successful managers and leaders? In our 20s and 30s, once we learn the basics of navigating the world of work, many of us start moving into management and leadership positions. Today's Millennials are also still striving to identify who they are, what they want, and how to get it. Millennials' Guide to Management and Leadership helps Millennials launch to become skilled managers and leaders who are prepared to tackle the complex problems of the future. In the next decade, Millennials will become 60% of the U.S. workforce. Clinical psychologist Jennifer P. Wisdom, author of Millennials' Guide to Work, expands her practical Millennials' Guides series by helping Millennials take the reins and become successful, respected, and effective managers and leaders. This practical guide includes: -- Advice on overcoming more than 80 workplace challenges -- Strategies in growing into management and leadership roles -- Tips for managing your staff and managing your boss -- An action plan for accomplishing your work and life goals

An incendiary examination of burnout in millennials--the cultural shifts that got us here, the pressures that sustain it, and the need for drastic change

In The Myth of the Age of Entitlement, Cairns peels back the layers of the entitlement myth, exposing its faults and arguing that the majority of millennials are actually disentitled, facing bleak economic prospects and potential ecological disaster.

A valuable tool for anyone who wants to effectively manage and motivate twenty-something workers Many books are being published on how to manage employees of the "millennial" generation, but the solutions offered are anecdotal at best. Backed by years of serious research, Managing the Millennials provides managers of all ages with specific recommendations and tools for engaging this burgeoning demographic--some 78 million strong. Each chapter shares relevant interviews, case studies, and offers research-backed ideas and best practices to help any organization and their leaders address the challenges generational diversity presents. Answering the perplexing question of how does one lead and manage younger employees, this book Offers research-based guidance on getting the most from twenty-something employees Answers common questions and outlines practical solutions for building better relationships between the younger workers and the people who manage them Includes a Special Offer with immediate benefit to readers: access to the authors' Generational Rapport Inventory (GRI), a tool that measures a managers competencies and identifies strengths and weaknesses in dealing with Millennials. Accompanied by an associate web site, [leadingthemillennials.com](http://leadingthemillennials.com), offering a weekly blog addressing generational diversity issues in the workplace Insightful and practical, Managing the Millennials is a valuable tool for millions of managers globally whose job it is to manage and motivate their twenty-something workers.

From the activist and Sundance Award-winning filmmaker of Fuel and Kiss the Ground comes an ambitious book showcasing the captivating stories of Millennial change-makers in order to empower and motivate today's young adults to rise up to their potential for greatness. With eye-opening research and inspiring interviews, The Revolution Generation is the first in-depth exploration of the world-changing activism and potential of people born between 1980 and 2000. Labeled Generation Y or Millennials, theirs is the first digitally fluent generation. From sex and dating, to parental relationships, to jobs and the economy, Millennials live within a dynamic interplay of technological advances and real world setbacks. Their connectivity and global awareness have created astonishing new opportunities, but have also come at a time of peril. According to the United Nations, today's youth face the ten largest global crises in human history (including the sixth major species extinction, a rapidly changing climate, and a worldwide refugee crisis). In no uncertain terms, the future of humanity rests on their shoulders. While these challenges may be daunting, Millennials are part of the largest, most educated, most digitally plugged-in generation to date and The Revolution Generation elucidates their often-overlooked strengths and shows how they can build a brighter, more sustainable and democratic future for themselves—and all of humanity. The Revolution Generation is also soon to be a full-length documentary featuring Bernie Sanders, Shailene Woodley, Rosario Dawson, and more.

Whereas most scholarship on Japanese Americans looks at historical case studies or the 1.5 generation assimilating, this pioneering anthology, Japanese American Millennials, captures the experiences, perspectives, and aspirations of Asian Americans born between 1980 and 2000. The editors and contributors present multiple perspectives on who Japanese Americans are, how they think about notions of community and culture, and how they engage and negotiate multiple social identities. The essays by scholars both in the United States and Japan draw upon the Japanese American millennial experience to examine how they find self-expression in Youth Basketball Leagues or Christian youth camps as well as how they grapple with being mixed-race, bicultural, or queer. Featuring compelling interviews and observations, Japanese American Millennials dislodges the dominant generational framework to address absences in the current literature and suggests how we might alternatively study Japanese Americans as a whole.

As management ages and prepares to work longer than previous generations and Millennials join companies at steady rate, companies are suffering through tension and dissonance between Millennials and Boomers, and realizing that they can't just wait for management to age out to fix it. Finding productive ways to work across the generation gap is essential, and the organizations that do this well will have significant strategic advantages over those that don't. Millennials & Management: The Essential Guide to Making It Work at Work addresses a very real concern of large and small businesses nationwide: how to motivate, collaborate with, and manage the millennial generation, who now make up almost 50% of the American workforce. The key is to change Boomer attitudes from disbelief and derision to acceptance and respect without giving up work standards. Using real world examples, author Lee Caraher gives leaders data-driven steps to take to co-create a productive workplace for today and tomorrow.

Presents new social, economic, and spiritual findings on the Millennials--youth born between 1980 and 2000--based on

direct interviews with 1,200 members of the generation and reported from a Christian worldview perspective.

Time is on your side—smart money management for Millennials Smart is the New Rich: Money Guide for Millennials is an interactive, step-by-step guide to all things money. From credit, student debt, savings, investing, taxes, and mortgages, CNN's chief business correspondent Christine Romans shows this newest generation of earners how to build wealth. You'll learn the old-fashioned approach that leads to a healthier financial lifestyle, and open the door on a straightforward conversation about earning, saving, spending, growing, and protecting your money. You'll learn how to invest in the stock market or buy a home, even if you are still paying off student loan debt. Romans offers expert insight on the "New Normal," and why the rules of the credit bubble—the one you were raised in—no longer apply. Checklists and quizzes help solidify your understanding, and pave the way for you to start putting these new skills into action. For thirty years, the financial rules for life revolved around abundant credit at the ready. A quick look around makes it obvious that those rules no longer work, and Millennials just now coming of age and entering the workforce need a new plan to build a solid financial foundation and healthy money habits. This book puts you on the right track, with step-by-step help and expert guidance. Learn what you should ask yourself before spending any money Revisit some old money rules that are actually good habits See simple rules for managing student debt Learn how to talk about money with friends, dates, and parents Find out what makes a Millennial successful in the workforce The economy is out of recession and growing, but many young people feel left out of the recovery. It's why smart spending, saving, and debt management is so critical right now for them. A smart money plan is no longer a "nice to have" extra, it's mandatory. Smart is the New Rich: Money Guide for Millennials is your guide on how to use time and some good money manners to build wealth.

Millennials will be our next great generation of leaders. Today, however, as they move into management, they face difficult practical challenges. Millennials Who Manage is a complete, research-based guide to overcoming those challenges, delivering outstanding performance, and getting recognized for it. Reflecting their extensive enterprise consulting and research experience, the authors show how to transition more smoothly into management. You will gain insight into earning the respect of peers and “elders” that you are now leading, as well as your manager. You will discover you can achieve success your way, without compromising who you are or becoming someone you are not. You'll learn management skills that arguably come naturally to Millennials. Prepare to explore what really motivates Boomers and Xers whose formative experiences were different from yours and how to guide them beyond today's unhelpful stereotypes about Millennials. You'll also master the specific management and leadership competencies you need most right now—whether you're moving into frontline management or the CEO's office! Generational workplace differences: facts and fictions Separating myth from reality in multi-generational workplaces Overcoming reverse ageism and “stereotype threat” Getting past the unfair generalizations that hold you back Developing your personal leadership perspective... ..and successfully putting it into practice Mastering the 7 toughest challenges that come with transitioning to management Understand new relational dynamics, unlock motivation, take responsibility for the work of others, establish accountability, get heard, and be taken seriously

As a Christian parent, you deeply desire that your child lives for God. Yet today's culture and myriad statistics points toward a dire future for the upcoming generation. A revolutionary study that offers hope and challenges parents to never give up.

This book directly addresses the issues and problems that leaders face in today's business environment—and provides tangible and usable techniques to overcome these challenges. • Offers information that benefits both managers of Millennial employees and Millennials themselves • Provides proven techniques for overcoming the issues confronting managers and leaders—strategies that have worked successfully in the real world • Presents case studies that document specific management and leadership issues or show how techniques or skills were applied to resolve the situation • Teaches humanistic leadership and the benefit of valuing people • Trains new managers on the leadership skills needed to instill the confidence that will enable them to immediately earn the trust and respect of their teams

Everyone reads the headlines. Millennials aren't buying diamonds or saving for retirement. Millennials want cushy jobs handed to them by organizations with mission statements and futuristic nap pods. Millennials are killing the housing market because they eat too many goddamn avocados. Millennials this, Millennials that. Millennials were raised being told they could do anything if they worked hard, and then they worked hard only to be told the world owes them nothing. Here's a headline people need to read: Millennials were set up.

In Kids These Days, early Wall Street occupier Malcolm Harris gets real about why the Millennial generation has been wrongly stereotyped, and dares us to confront and take charge of the consequences now that we are grown up. Millennials have been stereotyped as lazy, entitled, narcissistic, and immature. We've gotten so used to sloppy generational analysis filled with dumb clichés about young people that we've lost sight of what really unites Millennials. Namely: We are the most educated and hardworking generation in American history. We poured historic and insane amounts of time and money into preparing ourselves for the 21st-century labor market. We have been taught to consider working for free (homework, internships) a privilege for our own benefit. We are poorer, more medicated, and more precariously employed than our parents, grandparents, even our great grandparents, with less of a social safety net to boot. Kids These Days is about why. In brilliant, crackling prose, early Wall Street occupier Malcolm Harris gets mercilessly real about our maligned birth cohort. Examining trends like runaway student debt, the rise of the intern, mass incarceration, social media, and more, Harris gives us a portrait of what it means to be young in America today that will wake you up and piss you off. Millennials were the first generation raised explicitly as investments, Harris argues, and in Kids These Days he dares us to confront and take charge of the consequences now that we are grown up.

"Based on more than a decade of research, Not Everyone Gets a Trophy reframes Millennials at a time when many employers are struggling to engage, develop, and retain them. Not Everyone Gets a Trophy, Revised and Updated

provides proven, step-by-step best practices for getting Millennials onboard and up-to-speed--giving them the context they lack, teaching them how to manage themselves and how to be managed, and turning the very best into new leaders. This book is the essential guide for winning the talent wars and managing Millennials. This new revised and updated edition includes: - New focus on all millennials, which include Generations X, Y, and Z - New preface about the incredible generational shift under way in the workforce now and the critical nature of this issue now - Updated case studies and examples - New research on first-wave and second-wave of the Millennials"--

"[This book] brings broad perspective to the discussion of millennial at work. As organizational models continue to evolve, her analysis points to more robust, values-based talent development strategies that optimize engagement and performance. This is essential reading for all who believe that unyielding integrity is the ultimate competitive advantage."—Susan P. Peters, Senior Vice President, Human Resources, GE "In this book, McManus sheds highly focused and well-grounded light on this issue with respect to how to best prepare today's emerging leaders to handle the ethical challenges they are likely to face at work It is a must read for educators, managers, coaches and trainers who face this emerging challenge."—Edward J. Conlon, Sorin Society Professor of Management & Director, Notre Dame Deloitte Center for Ethical Leadership, Author of Getting It Right: Notre Dame on Leadership and Judgment in Business By 2020, half of America's workforce will be millennials. In this era of transparency and accountability, explorations of effective organizations are inseparable from considerations of ethical leadership. Engaging Millennials for Ethical Leadership provides strategies for optimizing performance, drawing on emerging research and complemented with perspectives gleaned from students at a top-tier business school and from a diverse group of corporate executives. Like all young people, the Millennials offer the corporate world enormous energy and talent. However, channeling their positive attributes requires a patient, nurturing approach. Levit provides tools that can be implemented instantly to assist in making the 20-something employees more effective.

"The first major accounting of the millennial generation written by someone who belongs to it." -- Jia Tolentino, The New Yorker "The best, most comprehensive work of social and economic analysis about our benighted generation." --Tony Tulathimutte, author of Private Citizens "The kind of brilliantly simple idea that instantly clarifies an entire area of culture."--William Deresiewicz, author of Excellent Sheep Millennials have been stereotyped as lazy, entitled, narcissistic, and immature. We've gotten so used to sloppy generational analysis filled with dumb clichés about young people that we've lost sight of what really unites Millennials. Namely: - We are the most educated and hard-working generation in American history. - We poured historic and insane amounts of time and money into preparing ourselves for the 21st century labor market. - We have been taught to consider working for free (homework, internships) a privilege for our own benefit. - We are poorer, more medicated, and more precariously employed than our parents, grandparents, even our great grandparents, with less of a social safety net to boot. Kids These Days, is about why. In brilliant, crackling prose, early Wall Street occupier Malcolm Harris gets mercilessly real about our maligned birth cohort. Examining trends like runaway student debt, the rise of the intern, mass incarceration, social media, and more, Harris gives us a portrait of what it means to be young in America today that will wake you up and piss you off. Millennials were the first generation raised explicitly as investments, Harris argues, and in Kids These Days he dares us to confront and take charge of the consequences now that we are grown up.

While everyone was bemoaning their alleged laziness and self-absorption, the Millennial generation quietly grew up. Pragmatic, diverse, and digitally native, this massive cohort of 80 million are now entering their prime consumer years, having children of their own, and shifting priorities as they move solidly into adulthood. Millennials with Kids changes how we think about this new generation of parents and uncovers profound insights for marketers and brand strategists seeking to earn their loyalty. Building on the highly acclaimed Marketing to Millennials, this book captures data from a new large-scale generational study and reveals how to: Enlist Millennial parents as co-creators of brands and products \* Promote purpose beyond the bottom line \* Cultivate shareability \* Democratize customer experience \* Integrate technology \* Develop content-driven campaigns that speak to Millennials \* And more A gold mine of demographic profiles, interviews, and examples of brand successes and failures, this book helps marketers rethink the typical American household-and connect with these critical consumers in the complex participation economy.

The numbers cannot be ignored: eighty million Millennials wielding \$200 billion in buying power are entering their peak earning and spending years. Companies that think winning their business is a simple matter of creating a Twitter account and applying outdated notions of "cool" to their advertising are due for a rude awakening. Marketing to Millennials is both an enlightening look at this generation of consumers and a practical plan for earning their trust and loyalty. Based on original market research, the book reveals the eight attitudes shared by most Millennials, as well as the new rules for engaging them successfully. Millennials: \* Value social networking and aren't shy about sharing opinions \* Refuse to remain passive consumers-they expect to participate in product development and marketing \* Demand authenticity and transparency \* Are highly influential-swaying parents and peers \* Are not all alike-understanding key segments is invaluable Featuring expert interviews and profiles of brands doing Millennial marketing right, this eye-opening book is the key to persuading the customers who will determine the bottom line for decades to come.

They say when you don't find your favorite book write it, as a woman raised in this Indian society I have lived with myths on what to do, when to do and how to do ALWAYS told by people around, I decided to read books and everything is written by some super successful women who never ever lived my normal life, when I read some rebel books it suggested me to hate men and do things which is not me, to me trying to be a man is waste of a woman. I wrote this book for my younger self, for a lower middle class family grew up watching movies, heroes and ad films soaked with myths. You don't have to become a fighter to live a great life, you just need to know what is a myth and what is reality, that is enough to move from the survival mode to the living and concequering mode, are you ready sister?

Market effectively to the millennial mindset Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, *Marketing to Millennials For Dummies* gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to have \$200 billion buying power by 2017, and \$10 trillion over their lifetimes—and yet industries across the board are struggling to garner their attention. Revealing what makes this darling demographic tick, this hands-on guide shows you how to adapt to new media, understand the 'sharing economy,' and build meaningful relationships that will keep your brand, product, or service at the forefront of the millennial mind. Identify key millennial characteristics and behaviors Grasp and adapt to millennial economic realities Reach your target audience with integrated strategies Build deep, lasting connections with millennials Get ready to crack the code—millennials are a mystery no more!

Are today's young adults gender rebels or returning to tradition? In *Where the Millennials Will Take Us*, Barbara J. Risman reveals the diverse strategies youth use to negotiate the ongoing gender revolution. Using her theory of gender as a social structure, Risman analyzes life history interviews with a diverse set of Millennials to probe how they understand gender and how they might change it. Some are true believers that men and women are essentially different and should be so. Others are innovators, defying stereotypes and rejecting sexist ideologies and organizational practices. Perhaps new to this generation are gender rebels who reject sex categories, often refusing to present their bodies within them and sometimes claiming genderqueer identities. And finally, many youths today are simply confused by all the changes swirling around them. As a new generation contends with unsettled gender norms and expectations, Risman reminds us that gender is much more than an identity; it also shapes expectations in everyday life, and structures the organization of workplaces, politics, and ideology. To pursue change only in individual lives, Risman argues, risks the opportunity to eradicate both gender inequality and gender as a primary category that organizes social life.

Between 1995 and 2000, the number of music videos airing on MTV dropped by 36 percent. As an alternative to the twenty-four-hour video jukebox the channel had offered during its early years, MTV created an original cycle of scripted reality shows, including *Laguna Beach*, *The Hills*, *The City*, *Catfish*, and *Jersey Shore*, which were aimed at predominantly white youth audiences. In *Millennials Killed the Video Star* Amanda Ann Klein examines the historical, cultural, and industrial factors leading to MTV's shift away from music videos to reality programming in the early 2000s and 2010s. Drawing on interviews with industry workers from programs such as *The Real World* and *Teen Mom*, Klein demonstrates how MTV generated a coherent discourse on youth and identity by intentionally leveraging stereotypes about race, ethnicity, gender, and class. Klein explores how this production cycle, which showcased a variety of ways of being in the world, has played a role in identity construction in contemporary youth culture—ultimately shaping the ways in which Millennial audiences of the 2000s thought about, talked about, and embraced a variety of identities.

The most comprehensive, in-depth look at Millennials to date—essential for managers, HR professionals, and global business leaders seeking to align long-term organizational goals with the realities of the new workforce Millennials have been burdened with a reputation as spoiled, lazy, and entitled, but the reality behind the stereotype is far richer and more complex. Who are Millennials and what do they really want? Based on fieldwork and survey data from global research on more than 25,000 Millennials and 29,000 older workers in 22 countries, this book paints a comprehensive, scientifically accurate picture of what really motivates Millennials around the world. Learn how to get the most from Millennials by:

- Improving workplace flexibility—because Millennials don't separate life and work
- Providing adequate support and feedback—because Millennials like to learn and grow
- Coaching, not micromanaging—because Millennials value autonomy
- Designing competitive salary structures—because Millennials know what's up
- Providing opportunities to contribute to society—because Millennials care about doing good

Millennials want a satisfying job that pays well, coworkers they like and trust, advancement opportunities, and the occasional pat on the back. Who doesn't want those things? This essential book explains who Millennials really are, and offers practical advice to help those who manage, lead, and work with Millennials to improve teamwork, increase productivity, strengthen organizational culture, and build a robust talent pipeline. Jennifer J. Deal is a senior research scientist at the Center for Creative Leadership and an affiliated research scientist at the Center for Effective Organizations at the University of Southern California. Alec Levenson is a senior research scientist at the Center for Effective Organizations at the Marshall School of Business at the University of Southern California.

*Black Millennials* is an edited collection of writings that speak to the unique experience of the Black millennial in regard to identity, career, and social engagement in modern society and business. This book is unique in that it is written by Black millennials who are using their knowledge and expertise to speak and give voice to a generation of people who are being overlooked in both research and in the community. This book aptly starts a deeper conversation with a generation that is stuck in between what the future can be and what the past has already created.

The America of the near future will look nothing like the America of the recent past. America is in the throes of a demographic overhaul. Huge generation gaps have opened up in our political and social values, our economic well-being, our family structure, our racial and ethnic identity, our gender norms, our religious affiliation, and our technology use. Today's Millennials—well-educated, tech savvy, underemployed twenty-somethings—are at risk of becoming the first generation in American history to have a lower standard of living than their parents. Meantime, more than 10,000 Baby Boomers are retiring every single day, most of them not as well prepared financially as they'd hoped. This graying of our population has helped polarize our politics, put stresses on our social safety net, and presented our elected leaders with a daunting challenge: How to keep faith with the old without bankrupting the young and starving the future. Every aspect of our demography is being fundamentally transformed. By mid-century, the population of the United States will be majority non-white and our median age will edge above 40—both unprecedented milestones. But other rapidly-aging

economic powers like China, Germany, and Japan will have populations that are much older. With our heavy immigration flows, the US is poised to remain relatively young. If we can get our spending priorities and generational equities in order, we can keep our economy second to none. But doing so means we have to rebalance the social compact that binds young and old. In tomorrow's world, yesterday's math will not add up. Drawing on Pew Research Center's extensive archive of public opinion surveys and demographic data, *The Next America* is a rich portrait of where we are as a nation and where we're headed—toward a future marked by the most striking social, racial, and economic shifts the country has seen in a century.

Is your organization ready for what is coming? Between the decline of modern management, the social media shift of power toward individuals, and the ascent of the Millennial generation into leadership roles, companies of all shapes and sizes are facing a future that they are ill-equipped to handle. As a result of this perfect storm of changes, many organizations are struggling to stay relevant to customers, capitalize on opportunities in the marketplace, and attract top talent. Successful companies, on the other hand, are shifting to embrace four key capacities that will drive the future of business: digital, clear, fluid, and fast. Drawing on both cutting-edge case studies and research on Millennials in the workplace, you'll learn how to successfully apply these four capacities in your context to drive real business results, like more engaged employees, higher-value customers, greater strategic agility, and stronger, magnetic cultures. *When Millennials Take Over* delivers concrete, actionable advice you can use to set your company apart as a leader—rather than a follower. The only constant is change. These four capacities are the key to being able to keep up with the complexity, uncertainty and rapid shifts in our industries and our world. *When Millennials Take Over* is an intelligently practical guide to how you can build these capacities for your organization - starting NOW.

This book focuses on the passing of the torch in cross-cultural missions and church ministry to the Millennial generation. Jim and Judy Raymo grapple with big questions and concerns in *Millennials and Mission*, while giving an in-depth look at this up-and-coming generation of young people and the future of missions in its hands. They highlight the strengths and weaknesses of this populous group born between 1982 and 2000, comparing and contrasting its characteristics with those of the Baby Boomers and Gen Xers. In spite of the challenges ahead, *Millennials and Mission* gives a clearly optimistic picture of the Millennial generation's potential contribution to the accomplishing of the Great Commission.

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