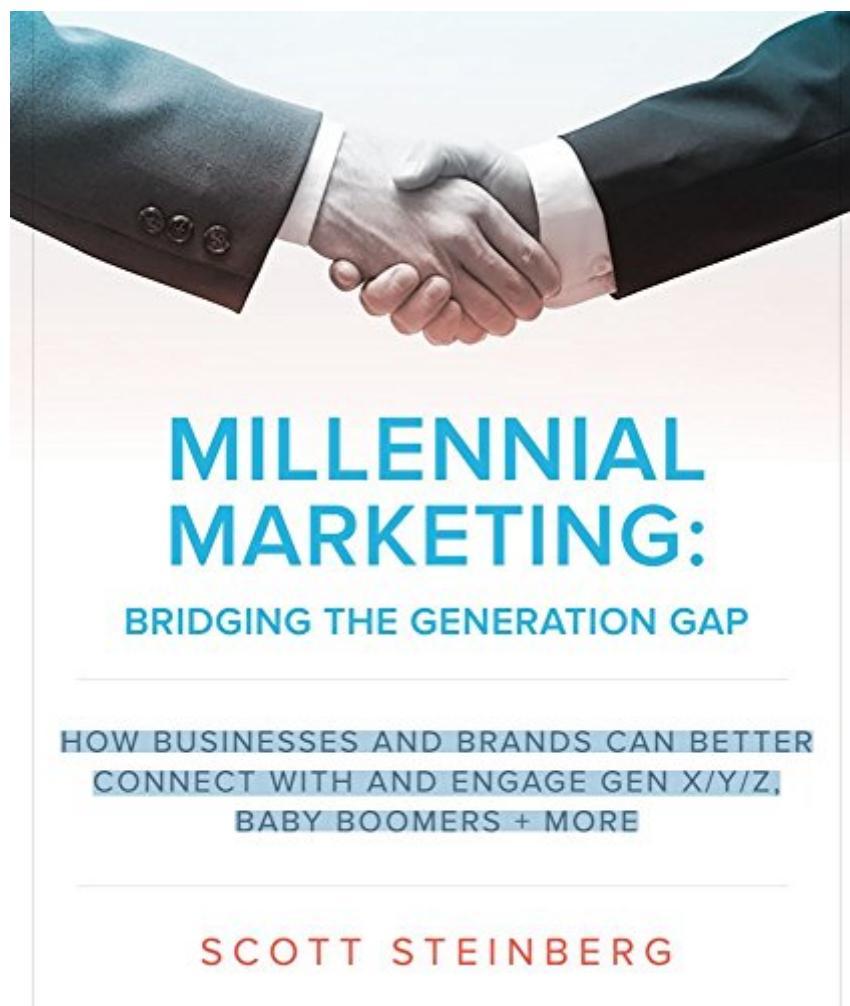


The book was found

Millennial Marketing: Bridging The Generation Gap: How Businesses And Brands Can Better Connect With And Engage Gen X/Y/Z, Baby Boomers And More



Synopsis

zOMG! Millennials, or Gen Yers – people aged 19-34 – are now America’s largest generation, and many quickly becoming parents themselves. Those looking to inspire and motivate these individuals must learn to communicate in vastly different ways than with the generations before. An expert guide to more effectively connecting and engaging with individuals of all ages - including those who’ve grown up in a 24/7 connected online world - MILLENNIAL MARKETING: Bridging the Generation Gap reveals how to communicate and build businesses and brands that resonate in the online and social era. In MILLENNIAL MARKETING: Bridging the Generation Gap, you’ll not only learn how to better engage tomorrow’s leaders, but also communicate with and capture the interest of individuals from every generation – including Baby Boomers, Silents and Gen X/Y/Zers as well. Inside, research and interviews with the field’s leading experts provide must-see hints and tips on how to: • Communicate with Every Generation • Market and Promote in a Digital + Social World • Build Greater Teamwork and Accountability • Train Tomorrow’s Leaders • Create Legions of Raving Fans Want to better engage a changing workforce? Build the kind of brand they can’t stop talking about? Let MILLENNIAL MARKETING be your guide to getting your message heard.

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