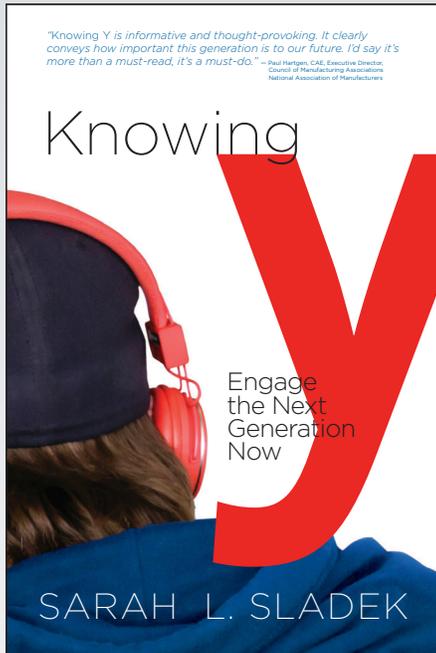


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by Sarah Sladek

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To effectively serve this largest-ever population demographic, you need to know and understand its principal actors and their expectations. Through this book, author Sladek will help you do just that. *Knowing Y* is brimming with firsthand insights from Gen Ys, examples of organizations that have successfully engaged Gen Y, and experience and advice from the author's 10-plus years researching generations and demographic shifts. You'll learn what this generation thinks about the following and more:

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- Control versus Freedom
- Community versus Globalization
- Loyalty versus Relationships
- Ownership versus Access
- Jobs versus Entrepreneurs
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