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America's Generations: In The Workplace, Marketplace, And Living Room

Chuck Underwood

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This is *the* comprehensive presentation - the "bible" - of generational dynamics and business strategies, presented by one of the few pioneers who created and then popularized the field of generational study. It is a life-altering story that will place a new filter in your brain, through which you will run your interactions with other people for the rest of your life. It covers the Millennial, Gen X, Boomer, and Silent generations: the unique formative years' times and teachings that molded the unique and powerful Core Values of each generation; their adulthood passage, thus far; how parents and children can better understand each other; and for business, how to deal with each generation: as employees in the workplace and as consumers in the marketplace.

And the final, stunning chapter—which is the actual script of the spellbinding keynote speech that audiences coast to coast request of author Chuck Underwood—calls to action the generation that is now leading the nation and provides a pathway for them to clean up the mess that the top of America has become.

This book updates, expands, and replaces Mr. Underwood's prior book entitled THE GENERATIONAL IMPERATIVE, which was published in 2007.

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Ralph Dell:

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