



Understanding Y (Paperback)

By Charlie Caruso

John Wiley Sons Australia Ltd, Australia, 2014. Paperback. Condition: New. New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The ultimate expose of the Misunderstood Millennials Understanding Y is a fresh and incisive book that offers a better understanding, appreciation and awareness of the Millennial generation. In this groundbreaking work, author Charlie Caruso has amassed a diverse array of papers, articles and journals from prominent individuals, noted entrepreneurs and bestselling authors who collectively explore how Gen Y thinks, interacts and works. Understanding Y gives insight into the generation and examines their motivations and passions. Understanding Y: #andYoushould provides a refreshingly comprehensive and candid account of the current disconnect between reality and perception surrounding the Millennial cohort. The impressive list of contributors and collaborators each bring their unique insight to explore the myths, facts and motivators behind this generation. Contributors include notables such as David Burstein, author of Fast Future: How the Millennial Generation is Shaping Our World, Ryan Heath, author of Please F* Off: It s Our Turn Now, Bernard Salt, author, demographer and social commentator; and many more. Discover how to...



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