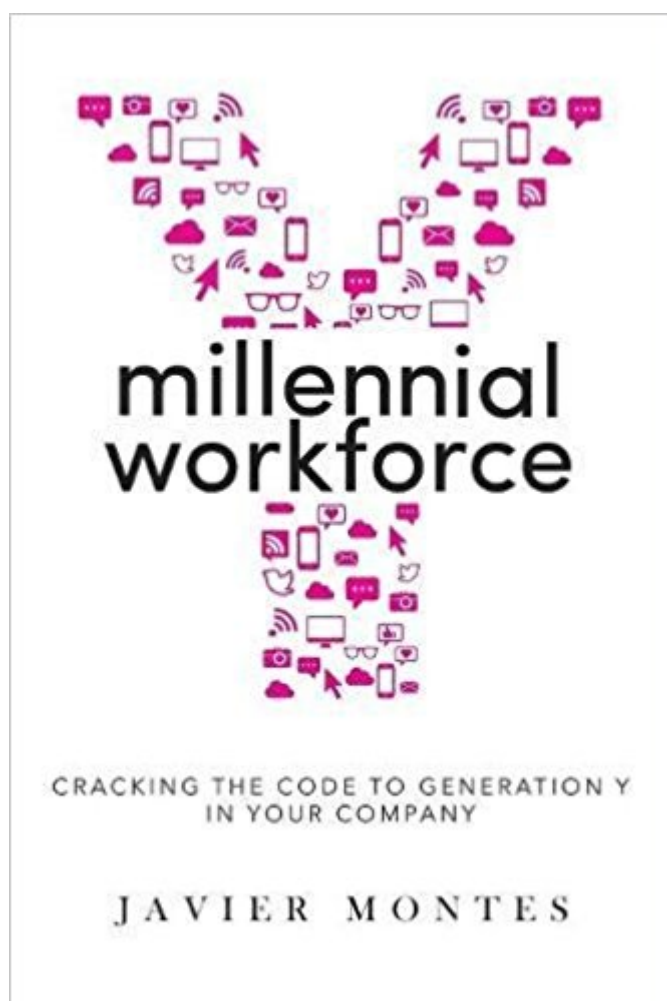


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# Millennial Workforce: Cracking The Code To Generation Y In Your Company



## Synopsis

If you look up "communication gap" in the dictionary, it may as well have a picture of a baby boomer trying to talk to a millennial. These younger workers born from 1980 to 2000 are the largest population in the United States, and they make up a huge portion of the workforce. But all too often, older workers view millennials as entitled or unmotivated. Javier Montes puts those notions to rest in this guide to leveraging the talents of millennials to achieve business objectives. By investing time and effort into training and developing millennials, he's built multiple companies while learning new things along the way. After reading this book, you'll be equipped to: improve the way you attract, manage, and retain millennials; use technology to make business processes more efficient; thrive in a world built around instant gratification; and reward younger workers with what they value most.

## Book Information

Paperback: 184 pages

Publisher: Lulu Publishing Services (January 24, 2017)

Language: English

ISBN-10: 1483461149

ISBN-13: 978-1483461144

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 40 customer reviews

Best Sellers Rank: #711,250 in Books (See Top 100 in Books) #45 in [Books > Business & Money > Business Culture > Work Life Balance](#) #221 in [Books > Business & Money > Human Resources > Conflict Resolution & Mediation](#) #588 in [Books > Business & Money > Management & Leadership > Mentoring & Coaching](#)

## Customer Reviews

Discover the forces that are driving the decisions of today's most sought after consumers from the eyes of one the most diversable CEOs. As a young entrepreneur reaching millennials is a major key to success. This book showcased many important factors to implement and start cracking.

What a great articulation of the Millennial generation. Javier does a great job of bridging the gap and relating the Millennial generation to an audience that seemingly doesn't get us.

As a millennial myself this book completely changed the way I look at my work place now. Javier's

words opened my eyes and made an impact on my way of thinking. Thank you for this!

This is a must read for anybody who knows a "millennial"! As an educator, this book has inspired me to take a close look at the teaching and learning that is taking place in our ever changing society. Thank you for this wonderful resource.

Incredible book with a lot of value. Being in Management in various industries, I found the book to be useful and the material to be practical. Highly recommend it!

This is a timely, well written and engaging book! This is a must read for all entrepreneurs.

Very interesting ideas to put in practice. I'm glad I purchased and had the opportunity to read the book.

Great summary and insight. Easy to read and implement.

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