



# The Gen Y Business Guide: How They Buy, Why They'll Try, What Makes 'Em Tick!

*Kal Wanasek*

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Generation Y — also known as the Millennial Generation and (in part) the Me Generation — has emerged from their high schools and colleges (sometimes even from their parents' basements). They have been recognized as an economic and talent tidal wave that can no longer be ignored. Today's hyper-connected and highly competitive world requires people and businesses to adapt or die; stay relevant, or be ignored with a degree of flexibility and prowess that the Millennial Generation excels at. The old rules of business, human resources, and marketing have been shattered by this generation that demands to be heard. This book will guide you on a humorous journey, filled with strategies and techniques, which show you how to work with, market to, and harness the talents of the largest generation alive today. The Gen Y Business Guide delivers a powerful, yet humorous, message from the point of view of Generation Y professional and entrepreneur Kal Wanasek. He shares critical information needed to anticipate change, how to leverage it, and how businesses and organizations must understand how multiple generations working together will mean the difference between success and failure.

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