



## Employing Generation Why?

*Eric Chester*

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## **Employing Generation Why?** Eric Chester

This perceptive, direct, and provocative book provides readers with an in-depth look into the mindset of the 68-million post-X generation. Learn what leading-edge companies are doing to get the most from this talented, but misunderstood segment of our population. The familiar scenarios and insightful solutions provide readers with hundreds of usable strategies for getting the most out of Generation Why.

Employing Generation Why contains 11 comprehensive chapters on topics including: Recruiting, Training, Managing, Recognition & Rewards, Appearance, Employee Retention, and Making the Workplace More Fun.

It also identifies the “8 Sure-Fire Ways to Connect with Generation Why” and the “7 Ways to Immediately Disconnect with Them.”

Written in a conversational, anecdotal, prescriptive, and easy-to-follow style, renowned Generation Why speaker and author Eric Chester is causing the business world reevaluate its employment and management practices, and is showing it how to reinvigorate its businesses for growth by making them Why2K Compliant.



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