



The Generational Imperative: Understanding Generational Differences in the Workplace, Marketplace, and Living Room

Chuck Underwood

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First Edition; published in 2007. How is this possible? The essential book for the board room AND the living room? This is the definitive portrait of America's generations in the workplace (generational workforce diversity and human resource strategy), marketplace (generational marketing, advertising, sales, and customer service strategy), and living room (understanding our children, parents, and ourselves in a more meaningful way than ever before). It is the most provocative page-turner covering the fastest-rising business and family topic in America: the story of generational differences. The Silents: America's Last Innocent Generation. Boomers: the rock-the-world generation that is just now taking its turn at the top of American leadership. GenX: so different and misunderstood, an "island" generation. Millennials: America's next great generation; nurtured, demanding, talented. Here is each generation's story, along with the "bible" of tips and tactics that teach businesses how to deal with each generation as consumers and employees; and remarkably, as parents and children. As told by acclaimed generational consultant Chuck Underwood, founder/president of The Generational Imperative, Inc.

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