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# MILLENNIAL RULES: HOW TO CONNECT WITH THE FIRST DIGITALLY SAVVY GENERATION OF CONSUMERS AND EMPLOYEES



Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, Millennial Rules: How to Connect with the First Digitally Savvy Generation of Consumers and Employees, T. Scott Gross, In today's digital world, the Baby Boomers and Generation X are giving way to a new generation of consumers: the Millennials. These tech-savvy consumers--bearing the mantra "my way, right way, why pay?"--want quick, customizable service that is negotiated on their terms and delivers great value. And when Millennials want help, they want it now;...

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- · Authored by T. Scott Gross
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