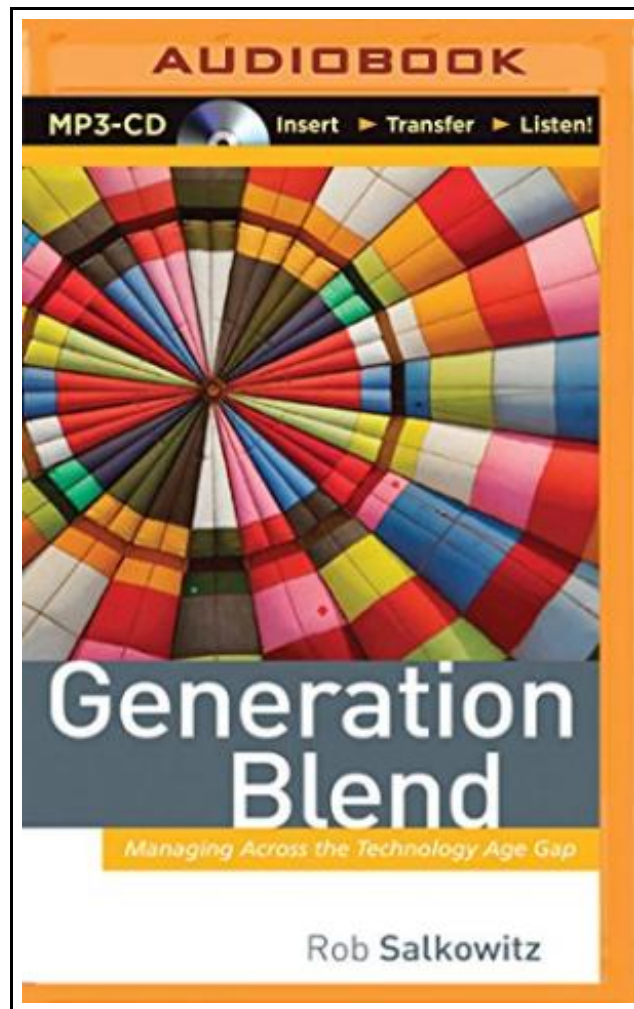# Generation Blend: Managing Across the Technology Age Gap

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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Ms. Ora Buckridge)

GENERATION BLEND: MANAGING ACROSS THE TECHNOLOGY AGE GAP

BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Abridged. 171 x 133 mm. Language: English . Brand New. Technology and demographics are on a collision course. Digital Natives, Boomerang Boomers, and Generation X-ecutives are all grappling with the transformative implications of Web 2.0 technologies, and organizations are scrambling for the best ways to unlock the talents of a multigenerational workforce in a connected world. Generation Blend ventures deep into the technology age gap and provides real-world solutions to combine the best that younger and older workers have to offer. Generation Blend explores how generational attitudes toward technology affect issues as diverse as recruitment and retention, employee training, management decision-making, collaboration, knowledge sharing, work/life balance, and ordinary workday activities. How can your organization promote the continuity of knowledge and culture in the face of the coming demographic transition? What hidden factors put new technology deployments at risk? How can IT departments manage the growing demand for social and collaborative software while maintaining governance and security? What initiatives can you launch to bridge the divide in work styles and tech-savvy that separates veterans and newcomers in the workforce? In Generation Blend, author Rob Salkowitz builds on the groundbreaking work of Don Tapscott (Wikinomics, Growing Up Digital), William Strauss and Neil Howe (Generations, Millennials Rising), and many others to connect the dots of sociology, technology, and management, and trace a roadmap for decision-makers. Generation Blend is rich with research and includes two original in-depth case studies from organizations that have developed unique approaches to bridging the technology age gap: Microsoft s Board of the Future project, which assembles college-age students from around the world to discuss a wide range of workplace issues, and Older Adults Technology Services, a New York based nonprofit dedicated to intergenerational technology training and reciprocal mentoring programs. Organizations...

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