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The Innovation Generation

By Jenny Floren

New Year Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.0in. x 0.2in. America faces almost unimaginable daunting short-term and long-term challenges on multiple fronts, from financial meltdowns and protracted wars to crises in healthcare, energy, and the environment. The good and important news: the solutions to these challenges lie before us. Contrary to its undeserved reputation, Generation Y or the Millennial Generation is emerging as the right cohort to help our country reestablish itself as a beacon for the world. Millennials come of age as the most connected, aware, and creative generation in history. Their passion for we instead of me sets the tone for a new way, the Gen Y Way, of collaborative synergy and success. But it's going to take more than stimulus packages and short-term thinking. In *The Gen Y Way*, entrepreneur Jenny Floren draws from her experiences working with this new generation to share her insights into how our country can best prepare the social, cultural, political, educational, and economic environment. From revamping education and incentives to aligning with the wisdom of the workforce, Floren offers up post-partisan prescriptions that will enable Gen Y to systemically and systematically meet and beat the...



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