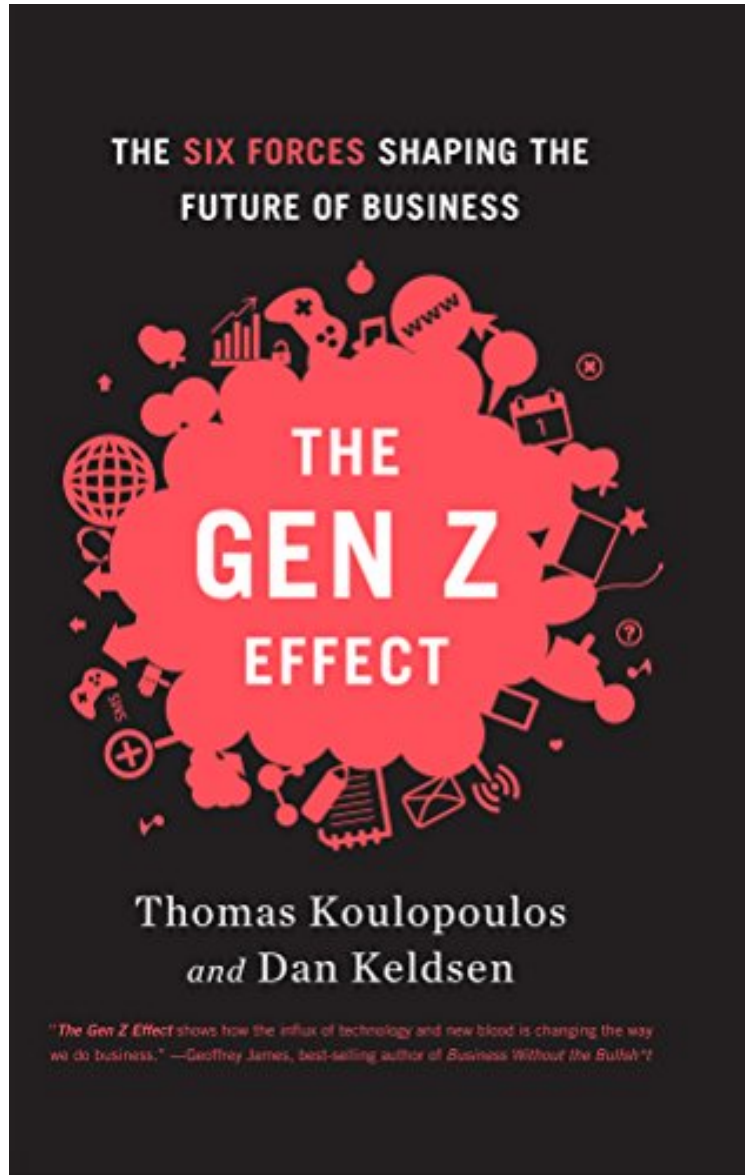


Gen Z Effect: The Six Forces Shaping the Future of Business

Tom Koulopoulos, Dan Keldsen

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Tom Koulopoulos, Dan Keldsen : Gen Z Effect: The Six Forces Shaping the Future of Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Gen Z Effect: The Six Forces Shaping the Future of Business:

3 of 3 people found the following review helpful. Disruption, Prosperity, Reinvention and the Future of BusinessBy DebFor the past 4 months, I have involved in a research project that involves interviewing Fortune 100 "C-Level" Executives about the pressures they face and ponder about the future of their business in the fastest, most agile, most

connected, and culturally and generational diverse workplace, they have ever experienced. This is more than technology. It is about people, future, leadership, and innovation. What I hear most often are questions about the people and culture in the workforce and the resistance to change from older generational employees to the confusion and bewilderment that the next generation of leaders are facing. Yes it is about the customer experience, business, strategies and technology, but it goes beyond that and this book I was so excited that my copy of *The Gen Z Effect* arrived a day early from . I ripped open the box, grabbed a cup of coffee and began reading it right away. It was so compelling and thought provoking, I read it in one night. It went beyond cliché labels and differentiation of generational shifts and instead challenges basic beliefs about the way we operate across all generations rather than stark comparisons. I had to ! As a parent of what I will now call Gen Z kids I can see on a day to day basis the contrasts and similarities between my generation, " Baby Boomers" to "Gen Y" , "Millennials" and Now the " Z's." After I finished the book, I picked up the Wall St. Journal and there was a huge headline, "McDonald's Hacks at Its Bureaucracy". A quote struck me as it relates to this book. "McDonald's U.S.A. President, Mike Andres states., " The reality is that our current corporate U.S. structure is not optimized for the customer." He goes on to say what has worked in the past will not propel the business forward in the future. Later he states. " If we want to grow beyond our current results, we need to evolve beyond our current model." Mr. Andres should buy a copy of the "*The Gen Z Effect*" The Six Forces shaping the future of business. Maybe he has? The adjacent story was "Wal-Mart Targets ." No one is safe and don't get caught in a race to the bottom. Differentiate and Personalize. That is McDonald's plan. The authors write that this next generation of leaders will have a significant impact on the future of the planet and business. And. They already are. They are the most connected online generation to date. The force behind their generation will as the authors write, "Shape the Future of Business." The Z generation will. 2 of 2 people found the following review helpful. but make it easy to understand and universally relevant By WayneNH There is a simple elegance in how Tom and Dan not only identify the six forces shaping our future, but make it easy to understand and universally relevant. I had the privilege to receive an advance copy of the book, and am now in the process of integrating it into a college course that I teach, as well as sharing it where I work. It is entertaining and fast moving - until you stop and realize how relevant this is to you as you make your future plans. But don't worry: Read *The Gen Z Effect* and you will understand the rapid changes of today and what makes tomorrow so exciting. 0 of 0 people found the following review helpful. A Book Everyone should Read By LKJ Great Book and I was really lucky to Interview Dan on VoiceAmerica, and he was great, the book is really worth reading and thinking about. You do not need to be a leader or a manager to read this, everyone should, but if you are manager or a leader it is a must.

One of the most profound changes in business and society is the emergence of the post-Millennial generation, Gen Z. While every new generation has faced its share of disruption in technology, economics, politics and society, no other generation in the history of mankind has had the ability to connect every human being on the planet to each other and in the process to provide the opportunity for each person to be fully educated, socially and economically engaged. What might this mean for business, markets, and educational institutions in the future? In this revolutionary new book, *The Gen Z Effect: The Six Forces Shaping the Future of Business*, authors Tom Koulopoulos and Dan Keldsen delve into a vision of the future where disruptive invention and reinvention is the acknowledged norm, touching almost every aspect of how we work, live and play. From radical new approaches to marketing and manufacturing to the potential obliteration of intellectual property and the shift to mass innovation, to the decimation of our oldest learning institutions through open source and adaptive learning, *The Gen Z Effect* provides a mind-bending view of why we will need to embrace Gen Z as the last, best hope for taking on the world's biggest challenges and opportunities, and how you can prepare yourself and your business for the greatest era of disruption, prosperity, and progress the world has ever experienced.

"... an easy read but with depth, so that you learn a great deal and, more important, start seeing things in a different way." -Geoffrey James, contributing editor at Inc. magazine For years, I have experienced enterprises losing the wisdom of generations because of generational divides. This book offers hope and prescription for stemming that loss. It comes at a critical time in the evolution of organizations. Jim Champy, author of *Reengineering the Corporation* Working with some of the world's largest retailers I see first hand how critical it is to understand and integrate