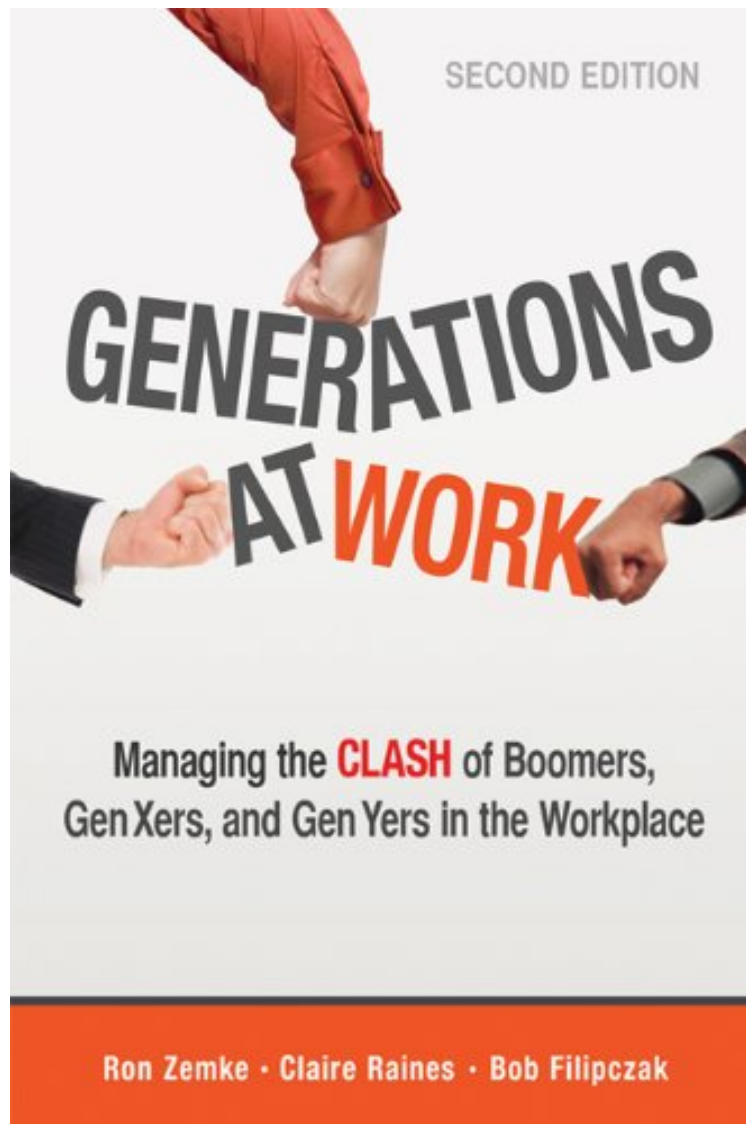


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## Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace

*Ron Zemke, Claire Raines, Bob Filipczak*  
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**Ron Zemke, Claire Raines, Bob Filipczak : Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace:

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sell anything you need to read this book. We all judge things through our own generational bias and preferences. This book tells you why "they" are different from "us"...no matter which "us" you are. 0 of 0 people found the following review helpful. Great buy!!!By Annie R WalkerYes, it's me again purchasing books for my daughterhellip;she has a new position and someone suggested she read this book and you know the resthellip; I went to omy .com and here it ishellip;

This all-new edition of the seminal book on navigating the multigenerational workplace takes a fresh look at a growing challenge, now exacerbated by the youngest employees. With their micromanaged childhoods and tech addictions, Gen Yers require constant feedbackmdash;frustrating for the Me Generation that canrsquo;t let go of the spotlight, and annoying for Gen Xers, sandwiched between the two. So how can you lead this motley group with their often incompatible work ethics, values, and styles?Generations at Work lays bare the causes of conflict, and offers practical guidelines for managing the differences, including:bull; In-depth interviews with members of each generationbull; Best practices from companies bridging the generation gapbull; Specific tips for each generation on how to handle the othersbull; A field guide for mentoring GenerationYFor anyone struggling to manage a workforce with different ways of working, communicating, and thinking, Generations at Work is the answer.

"Generations at Work is an extremely interesting look at the strengths and weaknesses of the amazing generation cohorts of the last 80 years." --Inland Empire Business Journal From the Back Cover ldquo;Learning about differences may be fun, but learning about cooperation is useful. And itrsquo;s here that Generations at Work becomes a valuable tool.rdquo; mdash; Fast Company (review of the first edition) Annoyed with your workmates and flustered with your staff? Donrsquo;t understand how they think, act, and communicatemdash;especially the twentysomethings who ask questions all the time and want confirmation that theyrsquo;re doing great? All these difficult people may be nothing more than diverse demographics. Friction among Traditionalists, Boomers, Xers, and Millennials has spiked, as four distinct generations are tossed side by side, cubicle by cubiclemdash;and nobody speaks the same language. Generations at Work offers a refreshing way to root out the causes of workplace clashes and bridge the generational gaps. Now updated to include the Millennial newcomers to the workplace, the book serves as both a sweeping overview of generational differences and a solutions-based managerial guide to molding each group into loyal employees who work effectively with everyone, from tech-savvy, high-needs young people to conformist, hardworking seniors. Packed with original research and eye-opening insights, yoursquo;ll find explanations of what makes each generation tick, key phrases and tactics for motivating each, best practices from companies with generations-friendly cultures, in-depth interviews highlighting problems and solutions, a field guide for mentoring Millennialsmdash;and many more valuable tools for turning todayrsquo;s multigenerational workforce into an organizational asset. Ron Zemke was the author of the bestselling Knock Your Socks Off series and founder of Performance Research Associates, a consultancy specializing in organizational effectiveness. Claire Raines is a nationally recognized expert on generational issues, and the author of Connecting Generations. She lives in Tucson, Arizona. Bob Filipczak is a social media coordinator and an experienced writer and editor. He lives in Minneapolis. About the Author RON ZEMKE was the author of the bestselling Knock Your Socks Off series and founder of Performance Research Associates, a consultancy specializing in organizational effectiveness. BOB FILIPCZAK is a social media coordinator and an experienced writer and editor. CLAIRE RAINES is a nationally recognized expert on generational issues and the author of Connecting Generations.