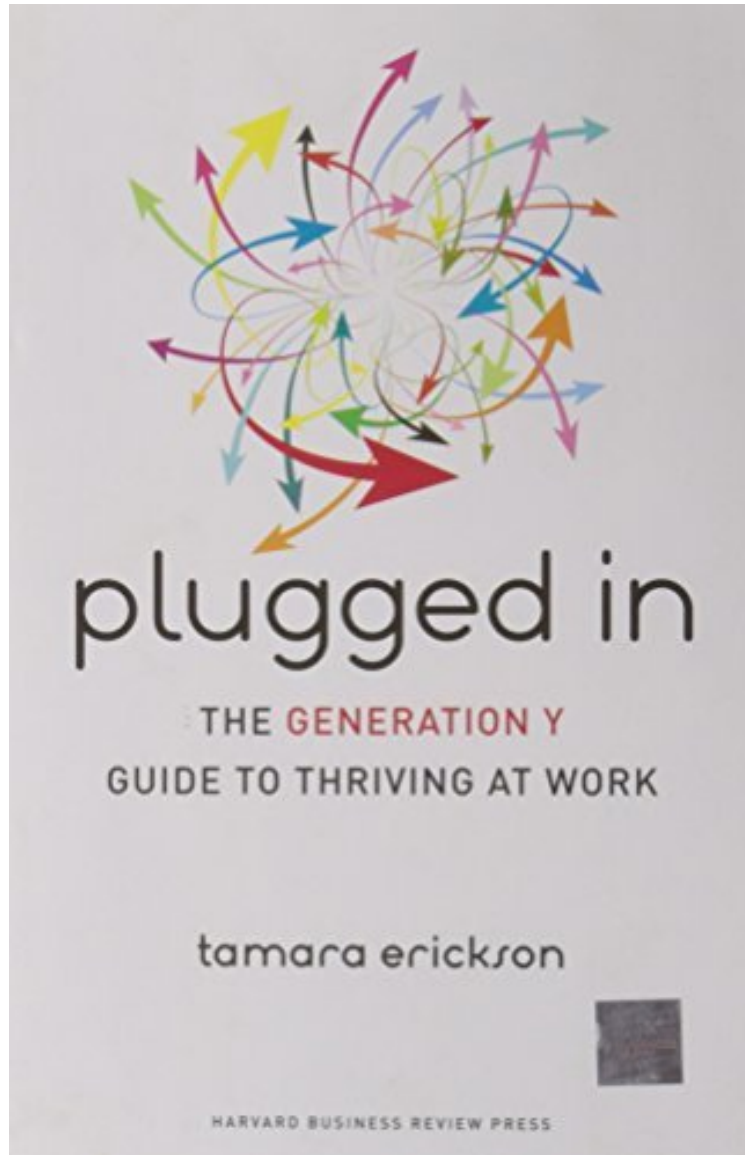


(Download) Plugged In: The Generation Y Guide to Thriving at Work

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Tamara Erickson

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Tamara Erickson : Plugged In: The Generation Y Guide to Thriving at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Plugged In: The Generation Y Guide to Thriving at Work:

1 of 1 people found the following review helpful. A Guide for working with Generation Y By Clare Chu This is supposed to be a book of career advice for Generation Y'ers. However what struck me is what the author's son said, "First, I'm not likely to read a whole book on that -- a blog maybe, but not a book." And he's right. The hallmark of this generation is the ubiquitous online experience, in collaborative and social networking sites. Generation Y'ers are

more likely to go to their social networks, of special interest boards, to discuss and come up with strategies for their life, whether it is apply for college, or getting that first job, or buying a home. They'll get advice and contribute their experiences simultaneously, reading blogs, and writing blogs. Reading a book was what Boomers did, and this book was organized much as a Boomer era book, with historical background, analysis, and the practical advice at the end, after one had digested all of the preceding material in a sequential fashion. I've already asked my two Gen Y children to read this book but so far, no interest. They are too busy online in their various IM communities and facebook accounts to sit down and wade through a book that sets up the background first (definition of generations, sociological patterns, then trends), then personal introspection and assessments before getting to the practical advice in the last three chapters. I suspect that given the immediate nature of Gen Y'ers they will start at the last section to see what practical advice can be put to use, skip the first section of background and historical material, and skim the self-analysis middle section to see if there is anything relevant. Reading this book gave me some useful insights on how to manage younger workers, their comfort level with technology and collaboration and the questions and expectations they might hold for their career development. There was also some good general career advice in the last chapter that applies to everyone, such as being effective, creating the context for success, rather than having the "right answer". I would recommend it as a basic introduction for existing companies to create an environment where newer and younger workers will thrive.

0 of 0 people found the following review helpful. A lot of good information....By K. R. Maybe too much....I've had this book on my to-do list to review for awhile now. But every time I've thought about writing the review, I've put it off... The reason for that is I really have mixed feelings for this book. On one hand I think it has a lot of good information, and on the other hand I think it has a LOT of good information.... Let me explain...I'm not a Gen Y, I'm a Boomer - a late one though. If you've ever seen the television show "That 70's Show" - it depicts the time when I was the same age as the high school students on the show. So why read a book aimed at Gen Y? The main reason is that I'm someone that works with Gen Y'ers. For more than ten years (1996~2007) I worked as a high school vocational teacher and as part of that, I tried to impart a lot of the same information to my students as this book does. And now that I'm back working in industry, I'm also dealing with a lot of people who are experiencing the work place for the first time. I picked this book up hoping to find some new things to share with Gen Y'ers or maybe even a different way. There is a lot of good stuff in this book, pages and pages of it (255 pages). I see that being both a good thing and a bad thing. Good in it covers a lot of areas, bad in that it's mainly 255 pages of plain text with a few charts scattered throughout the book. As someone who has worked with a lot of young people - I think I can honestly say that many of them don't acquire information in this format very well. Yeah, there are some who do - but I would hazard a guess to say that the ones that do, probably aren't the ones who would need to read a book like this. My recommendation is this would be a good book for someone mentoring a Gen Y person to get and read. Or possibly even a parent who is being asked for advice of this type. This book would be a valuable source of information for someone in that position. As a contrast, another book of this type that I have recommended is the one by Daniel H. Pink, "The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need". It is a smaller book (and one that is presented in the manga style). It's a whole lot easier to read and the graphics makes the examples very understandable, but it really doesn't go into any depth (only six points are covered and those in just an introductory level) - nowhere near the depth / scope of the book "Plugged In: The Generation Y Guide to Thriving at Work".

0 of 0 people found the following review helpful. uplifting college grad readingBy Ben AI think some of the other reviews on here are pretty precise, the writer seems positively certain that practically any "Y" (as they are referred to in the book) is destined for success. I realize that's not true, but it does not hurt to believe that one can be successful on one's own terms. It seems rather formulaic on one level. I've read plenty of "sociology" books or profiles of groups/demographics, and a lot of them fall into similar patterns. but that is how academics seem to approach writing literature for a lay audience. The writer is very engaging, but there's certain ways of formatting and pacing that seem inherent in these types of books. As usual for older generations, she seems a little pre-occupied with 'blogging' and 'web 2.0' as if engaging and interactive web content belonged to only two categories. I believe Ys engage technology in a more sublime way than even she can get. This book came along at an almost perfect time in my life. I'm a few years out of college, had a job (a "real job," not a McJob) and have decided to move on in the interest of personal life and further development. My spirits had been down about the prospects for relocating and having to start over. And then I started reading this book and I feel rejuvenated. It's not a "magic answers" book, but it paints a positive portrait of the qualities that I, as a Y, have. And, most importantly, it's a book that tells me that I'm not alone in my circumstances. Enough about me, if you have a recent graduate or college student or some 20-something who's trying to figure things out, this would be a great gift idea.

They make up nearly one-third of all Americans living today. Born after 1980, they're now pouring into the work world with values, aspirations, and approaches that differ markedly from their parents--and coworkers. They're Generation Y. In *Plugged In*, Tamara Erickson shows Gen Y's how to use their own unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace. Filled with Erickson's extensive research into demographic trends and thoughtful insights,

Plugged In gives Gen Y's the information they crave to connect with the working world and to craft the lives they want. The author reveals:

- A framework Y's can use to develop their own criteria for making career choices
- The unique assets and strengths Y's bring to the workplace
- How X'ers and Boomers view Generation Y and how the different generations can collaborate more effectively at work
- 10 rules that can help Generation Y's succeed in the corporate world

With her trademark warmth and liveliness, Erickson provides a thoughtful, valuable guidebook for the latest newcomers on the corporate scene.

From Publishers Weekly Although Erickson admits that her own Generation Y son informed her that he would prefer to consult a blog for career advice rather than dead-tree technology, her effort—chock-full of demographic data and a portrait of the generation's collective aspirations—is certainly worthy of the effort required of literally turning pages. An author and researcher in demographics and organizational behavior, Erickson has the ability to customize career strategies for this newest generation entering the workforce in a way designed to be immediately useful. The author's thoroughness in translating generic advice—such as the importance of developing good communications skills—into Gen Y—speak makes the book informative and appealingly fresh. Despite gearing her message to younger workers, Erickson's effort speaks to a much broader audience: her examination of what influences and motivates this emerging generation would be of interest to potential employers and marketers. (Nov.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

About the Author Tamara J. Erickson is a McKinsey Award-winning author and has conducted extensive research on changing demographics, employee values, and how successful organizations work. She is President of The Concours Institute, a member of BSG Alliance. She is coauthor of the book *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*.