

1. Record Nr.	UNINA9910460660003321
Titolo	The generation X : Americans born 1965 to 1976 // by The New Strategist Editors
Pubbl/distr/stampa	Amityville, New York : , : New Strategist Press, LLC, , 2015 ©2015
ISBN	1-940308-86-0
Edizione	[Eighth edition.]
Descrizione fisica	1 online resource (345 p.)
Collana	American Generations Series
Disciplina	658.8343
Soggetti	Young adult consumers - United States Young consumers - United States Young adults - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The eighth edition of Generation X: Americans Born 1965 to 1976 tells the story of the small but vital generation spanning the ages of 38 to 49 in 2014. Although their numbers are small, lifestage dictates that Generation X is a vital part of the nation's commerce and culture. People in their thirties and forties are in the crowded-nest years. They are supposed to be advancing in their careers, their incomes should be growing, and their spending should climb because of the expenses of children and teens. But the generation has been hit hard by the Great Recession and is still struggling to rec