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Communication Involves Listening; Conclusion  
Chapter 9: World-Class Performers

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## Sommario/riassunto

Strategies for managing the real Generation Y A new generation of workers is forcing employers to rethink the workplace. Generation Y, or Millennials, bring new ideas, innovation, and energy as they enter the workforce AND their expectations and demands are unique. In Gen Y Now, top team leadership gurus Buddy Hobart and Herb Sendek explore all the myths about this up and coming generation and show you how Millennials can be your most creative, motivated, and loyal employees. This book goes from demographic research to concrete practice, explaining that Generation Y is more

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