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Sommario/riassunto	1st prize in the DMA-NTPC Management Book Awards, 2018. Currently, we have about 2 billion millennials in the world, aged between 17 and 37 years, who are fast becoming the world's most important generational cohort in terms of consumer spending growth, sourcing of employees and overall economic prospects. Engaging this cohort for businesses, societies and nations is no more a matter of choice.