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Autore	Sengupta Debashish
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Nota di contenuto	Cover -- Advance Praise -- Half title page -- Title page -- Copyright -- Dedication -- Marketing page -- Brief Contents -- Detailed Contents -- Forewords -- Preface -- Acknowledgements -- PART I Unravelling Millennial Behaviour -- 1 The Misunderstood Generation! -- 2 Understanding Millennials -- PART II The Life of 'Y' -- 3 Emotional and Social Wellness Paradox -- 4 Material Wellness Paradox -- 5 Physiological Wellness Paradox -- 6 Paradoxical Life and Happiness Reversal -- PART III Engaging the Millennial Generation -- 7 The New Rule of Engagement -- 8 Engaging Millennials at the Workplace -- 9 Engaging Millennials at the Marketplace -- 10 Engaging Millennials in the Society -- 11 Corporate Leadership and the Future of Millennial Engagement -- References and Suggested Readings -- About the Author.
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.

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