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Nota di contenuto	Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business; CONTENTS; Chapter 1: Hiring Gen Y Makes Dollars and Sense; Chapter 2: Behind the Scenes (and Screen Names) with Gen Y; Chapter 3: Four Generations, One Workplace, Lots of Issues; Chapter 4: An Overview on How to Y-Size Your Business; Chapter 5: What Gen Y Really Looks for in a Job; Chapter 6: Attract Quality Gen Y Employees Faster than Free Pizza at 2 AM; Chapter 7: Day One Is All-Important; Chapter 8: Orientation: Confirming Our Fit within Your Culture; Chapter 9: Keep Gen Y Engaged @ Work Chapter 10: Develop Gen Y Talent by Making "Good Enough" Unacceptable Chapter 11: Professionalism Is More than Bling; Chapter 12: Motivate Gen Y by NOT Giving Us a Trophy; Chapter 13: Retain Gen Y-and Our Enthusiasm; Chapter 14: Lead Me to Loyalty; Chapter 15: Build a Talent Pipeline Like; A CALL TO ACTION: WHY REACH OUT TO GEN Y-YOUR LEGACY AND OPPORTUNITY; ACKNOWLEDGMENTS; ABOUT

## THE AUTHOR; INDEX

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### Sommario/riassunto

In today's economy, maximizing the performance of every employee is critical to business survival and growth. Gen Y-sometimes called Millennials-provides an enticing opportunity for employers to increase their short-term profitability and create a long-term competitive advantage. Almost 80 million strong, Gen Y is the fastest growing segment in the US workforce-and now comprises the entire 18 to 32 demographic. Along with their ever-present cell phone and occasional backpack, Gen Y brings tremendous potential and timely skills to the workplace (just ask, they'll tell you). However, Gen Y can b

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