



30 Minuten Generation Y (German Edition)

Martina Mangelsdorf

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Generation Y ist als Schlagwort längst in aller Munde, bezeichnet es doch die ab 1980 geborenen jungen Nachwuchstalente, die Personalverantwortliche und Führungskräfte vor neue Herausforderungen stellen. Anspruchsvolle Individualisten seien das, durch und durch sozial vernetzt, schnell gelangweilt - und den Vertretern früherer Generationen ein scheinbar unlösbares Rätsel. Martina Mangelsdorf hilft, zwischen den Generationen zu vermitteln: Sie zeichnet ein Bild dieser Generation jenseits der üblichen Klischees, erklärt, welche Werte diese jungen Menschen antreiben, was sie von ihrem Arbeitgeber erwarten und mit welchen besonderen Stärken sie Unternehmen bereichern können. Denn wer die Generation Y versteht, kann sie erfolgreich führen und ihr Potenzial wecken.

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