



Dancing with Digital Natives: Staying in Step with the Generation That's Transforming the Way Business Is Done

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Generational differences have always influenced how business is done, but in the case of digital natives, those immersed in digital technology from birth, professionals are witnessing a tectonic shift. As an always-connected, socially networked generation increasingly dominates business and society, organizations can ignore the implications only at the risk of irrelevance. In this fascinating study, a stellar assemblage of experts from business and academia provides vital insights into the characteristics of this transformative generation. Offering an in-depth look at how digital natives work, shop, play, and learn, this resource offers practical advice geared to help managers, marketers, coworkers, and educators maximize their interactions and create environments where everyone wins.

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