

# Generation Y: thriving and surviving with Generation Y at work

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**Abstract:**  
Generation Y consists of the segment of the population born between 1978 and 1994. In this book, the author notes that while Generation Y people are creative and ambitious, they are difficult to manage. His intentions are to provide understanding of the Generation Y mindset and to offer practical solutions for the entire employment cycle, from attracting, motivating, managing, training and retaining staff.

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