Generation Y: thriving and surviving with Generation Y at work

Author: Sheahan, Peter

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.

Subjects: Management; Employment; Demographics; Workforce development; Teaching and learning

Keywords: Staff development; Professional development; Training

Geographic subjects: Oceania; Australia

Published: Prahran, Victoria: Hardy Grant, 2005


Access item: Request Item from NCVER

Show Extra Info

Add to My Selection