



Millennials Rising: The Next Great Generation

Neil Howe, William Strauss

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By the authors of the bestselling **13th Gen**, the first in-depth examination of the Millennials--the generation born after 1982.

"Over the next decade, the Millennial Generation will entirely recast the image of youth from downbeat and alienated to upbeat and engaged--with potentially seismic consequences for America." --from **Millennials Rising**

In this remarkable account, certain to stir the interest of educators, counselors, parents, and people in all types of business as well as young people themselves, Neil Howe and William Strauss introduce the nation to a powerful new generation: the Millennials. They will also explain:

Why today's teens are smart, well-behaved, and optimistic, and why you won't hear older people say that.

Why they get along so well with their Boomer and Xer parents.

Why Millennial collegians will bring a new youth revolution to America's campuses.

Why names like "Generation Y" and "Echo Boom" just don't work for today's kids.

Having looked at oceans of data, taken their own polls, and talked to hundreds of kids, parents, and teachers, Howe and Strauss explain how Millennials are turning out to be so dramatically different from Xers and boomers and how, in time, they will become the next great generation.

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