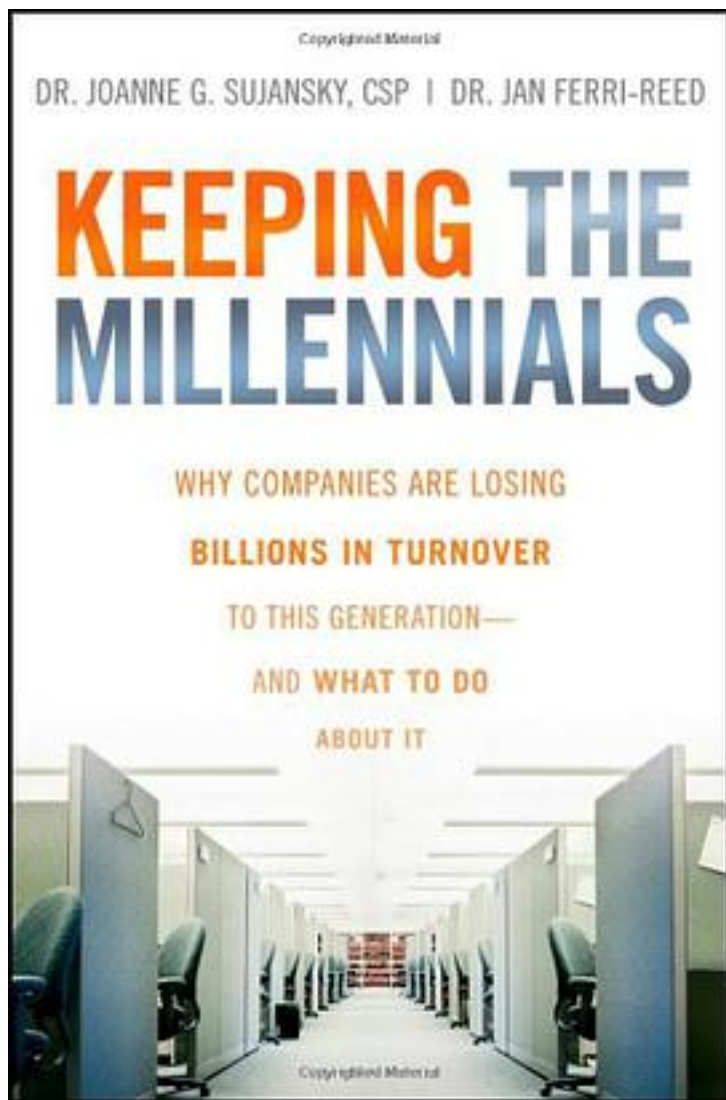


# Keeping the Millennials



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"This is a great book and a must-read for anyone who wants to understand the young people who are now or will soon join the workforce. It's one of the most useful value-added books about the Millennial generation." --Warren Bennis, Distinguished Professor of Management, University of Southern California, and author of "On Becoming a Leader" "Are you confused trying to understand the younger generation? "Keeping the Millennials" explores this fascinating generation raised with technology and the challenges they bring to the workplace. Read this great book and learn how to attract, hire, and retain this dynamic new generation " --Marshall Goldsmith, "New York Times" and "Wall Street Journal" #1 bestselling author of "What Got You Here Won't Get You There" and "Succession: Are You Ready?" "Keeping the Millennials" is a lively and insightful book that's essential reading for every leader who aspires to enlist the hearts, minds, and spirits of a highly talented new generation that demands cool workplaces but is reluctant to make long-term commitments. Weaving together compelling cases and relevant research with illustrative examples and practical tips, Joanne Sujansky and Jan Ferri-Reed have written a balanced and indispensable guide to recruiting, retaining, and developing the workforce that will drive the future of our organizations and our economies." --Jim Kouzes, bestselling coauthor of "The Leadership Challenge" "I love this book It's fresh as a breaking news flash and as fun to read as your favorite blog Definitely rates an A+ as timely, targeted, and terrific. All managers will clearly see themselves and their employees in crisp new perspectives...and can easily latch on to precise tools to make their organization more competitive in a turbulent reality." --Morris Massey, PhD, creator of the "What You Are Is..." video training series, EnterpriseMedia.com "Corporations are always concerned about return on investment. Drs. Sujansky and Ferri-Reed have made a clear case about the bottom-line value of keeping Millennials--and creating productive workplace cultures for all generations. This is a must-read for anyone concerned about the retention of these key employees." --Jack Phillips, PhD, Chairman, ROI Institute

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