



# **Die Generation Y: Mitarbeiter der Zukunft motivieren, integrieren, führen (German Edition)**

*Anders Parment*

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Die Bedeutung einer durchdachten und lebendigen Arbeitskultur steigt, ebenso die Schwierigkeit gute Talente zu finden und zu binden. Für die Personalarbeit ist der Eintritt der Generation Y eine Herausforderung. Welche Auswirkungen diese Mitarbeitergeneration auf Wirtschaft, Arbeitsleben und Talentmanagement hat, stellt dieses Buch praxisgerecht dar. Basierend auf internationalen Studien beleuchtet es direkt, warum die Generation Y als Arbeitnehmer anders ist, wie man die Besten rekrutiert und wie Unternehmenskultur, Kommunikation und Arbeitswelt sich dabei verändern. Die zweite Auflage wurde vollständig überarbeitet und um drei neue Kapitel erweitert zu Generationenstudien, zur Entstehung einer Branded Society und zum Thema "Die 90er Generation und die Zukunft". Wertvolle Checklisten und Handlungsempfehlungen ergänzen jedes Kapitel.

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