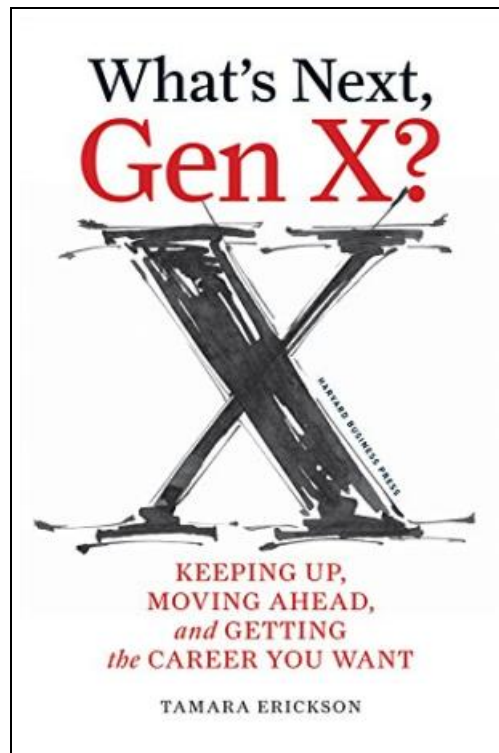


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Harvard Business Review Press, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. You re a member of Generation X-the 30-to-44 age cohort. And you ve drawn the short stick when it comes to work. The economy has been stacked against you from the beginning. Worse, you re sandwiched between Boomers (with their constant back-patting blather and refusal to retire) and Gen Y s (with their relentless confidence and demands for attention). You re stuck in the middle-of your life and between two huge generations that dote on each other. But you can move forward in your career. In *What s Next, Gen X?* Tamara Erickson shows how. She explains the forces affecting attitudes and behaviors in each generation-Boomer, X, and Y-so you can start relating more productively with bosses, peers, and employees. Erickson then assesses Gen X s progress in life so far and analyzes the implications of organizational and technological changes for your professional future. She lays out a powerful framework for shaping a satisfying, meaningful career, revealing how to: -Identify work that matches what you care most about -Succeed in a corporate career or an entrepreneurial venture -Spot and seize newly emerging professional opportunities -Use your unique capabilities to become an effective leader Provocative and engaging, *What s Next, Gen X?* helps you break free from the middle and chart a fulfilling course for the years ahead.



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