



The ABC of XYZ: Understanding the Global Generations

Mark McCrindle

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The ABC of XYZ: Understanding the Global Generations Mark McCrindle

Based on more than a decade of research, The ABC of XYZ: Understanding the Global Generations is designed for educators, business managers and parents who want a short and lively introduction to Australia's living generations. The book explores what a generation is, how its definition has changed over the years, and the trends that are emerging for the future. It examines generational conflicts in the school, home and workplace, and the ways in which they can be understood and resolved, and what might lie beyond Z. Written by one of Australia's foremost social researchers, this revised edition of The ABC of XYZ: Understanding the Global Generations reveals the truth behind the labels and is essential reading for anyone interested in how our current generations live, learn and work.



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