



# Unlocking Generational CODES: Understanding What Makes the Generations Tick and What Ticks Them OFF

*Anna Liotta*

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# **Unlocking Generational CODES: Understanding What Makes the Generations Tick and What Ticks Them OFF**

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## **Unlocking Generational CODES: Understanding What Makes the Generations Tick and What Ticks Them OFF** Anna Liotta

Whether you're a Traditionalist, Baby Boomer, Gen Xer, or Millennial (Gen Y), this book will change how you perceive others and enhance your relationships with everyone you know.

Unlocking Generational CODES is the key to understanding the people around you—young and old and in between. Generational expert Anna Liotta takes readers on a journey of how members of each generation think, behave, and engage. Anna teaches you how to overcome the “generation gap” so you can effectively communicate and develop meaningful relationships with members of all the generations in the workplace and in everyday life.

You will learn:

The five areas that make up CODES: Communication, Orientation, Discipline, Environment, and Success. What defines each generation, including pivotal events and experiences that shaped it.

The truths and lies behind generational stereotypes.

How various generations define work ethic.

How technology can bridge or break down generational communication.

The secrets of selling products and services to the different generations.

What you need to know as a manager to find and retain new talent.

How to transform your knowledge about Generational CODES into success in business and life.

Unlocking Generational CODES will enrich your life as you finally come to understand: “What Makes the Generations Tick and What Ticks Them OFF!”



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Spent a free the perfect time to be fun activity to perform! A lot of people spent their down time with their family, or their very own friends. Usually they undertaking activity like watching television, about to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Might be reading a book can be option to fill your free time/ holiday. The first thing that you will ask may be what kinds of e-book that you should read. If you want to test look for book, may be the book untitled *Unlocking Generational CODES: Understanding What Makes the Generations Tick and What Ticks Them OFF* can be very good book to read. May be it can be best activity to you.

#### **Carolyn Brown:**

Are you kind of stressful person, only have 10 or maybe 15 minute in your day time to upgrading your mind ability or thinking skill actually analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your small amount of time to read it because all this time you only find book that need more time to be learn. *Unlocking Generational CODES: Understanding What Makes the Generations Tick and What Ticks Them OFF* can be your answer as it can be read by you who have those short spare time problems.

#### **David Swanson:**

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