



Business Book Club: New & Noteworthy Books for the Green Industry

Title: Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled – and More Miserable Than Ever Before

Author: Jean M. Twenge, Ph.D.

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Five Star Rating:

Notability ☆ ☆ ☆ ☆

- The author, Jean M. Twenge Ph.D, is an associate professor of psychology at San Diego State University. Her research has appeared in many prominent newspapers and television shows. She uses data collected from over 1.3 million people and real life examples to support her data.

Readability ☆ ☆ ☆

- There is a lot of statistical information, so I would not recommend reading while you are tired or trying to “speed read”.

Takeaways ☆ ☆ ☆ (see below)

Innovation ☆ ☆ ☆

- There are a lot of books out there focusing on generational gaps, but this book focuses on a large demographic making it somewhat unique.

Shelf Life: ☆ ☆ ☆ ☆

- Although this book was published in 2006 (so it is already a few years old), the research and data could be useful for years to come.

My top 2 takeaways:

- The most important takeaway from this book is not only a better understanding of my own generation, but it will also be useful to

better appreciate coworkers from other generations. This understanding can be used by management to help motivate and lead different generations. Although different generations may not always agree on issues, understanding where other people are coming from can be insightful and help see other aspects that you may have never thought of.

- The “self-esteem” movement isn’t all it is touted to be. I’ve never really given it second thought. Since I was young we’ve always heard how important self-esteem is. Everywhere you look there are books, shows, seminars, magazine articles, etc. talking about how to improve self-esteem. While I don’t think we are generation of narcissists, the author does make some good points on how this self-involvement is having an unhealthy effect on today’s younger generation.

How I plan to put the new ideas to work:

- Reviewing our current marketing strategies to see if we are using strategies and information that will appeal to all generations.
- Using the knowledge I have gained from this book help in communicating with and understanding others both within and outside of my company.

Noteworthy Quote:

"After a childhood of buoyancy, GenMe is working harder to get less."