



# **Managing by Defining Moments: Americas 7 Generational Cohorts, Their Shared Experiences, and Why Businesses Should Care**

*Geoffrey E. Meredith, Charles D. Schewe*

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- Explains the author's concept of "cohorts", a new way of looking at age groups by examining what affected people in their formative years of 17-21.
- Outlines the seven generational groups that are currently affecting the workplace and the new ones that are emerging.
- Presents new managing models and practical advice, based on the author's experience with Fortune 500 companies, for working effectively with various age groups.
- Discusses key physical, socioeconomic, and emotional factors that influence a particular generation's behavior or profile.

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