



## Y-size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business

By Jason Ryan Dorsey

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Y-size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business, Jason Ryan Dorsey, In today's economy, maximizing the performance of every employee is critical to business survival and growth. Gen Y-sometimes called Millennials-provides an enticing opportunity for employers to increase their short-term profitability and create a long-term competitive advantage. Almost 80 million strong, Gen Y is the fastest growing segment in the US workforce-and now comprises the entire 18 to 32 demographic. Along with their ever-present cell phone and occasional backpack, Gen Y brings tremendous potential and timely skills to the workplace (just ask, they'll tell you). However, Gen Y can be notoriously difficult to attract, retain, motivate, and develop. Gen Y's new approach to work makes them a growing challenge or strategic opportunity-depending entirely on how you choose to employ them. In Y-Size Your Business, Jason Ryan Dorsey, The Gen Y Guy, presents a step-by-step methodology for best employing Gen Y without investing a lot of time or money. A member of Gen Y himself he delivers an insider's view of his generation as well as more than fifty cost-effective, ready-to-use strategies that...



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