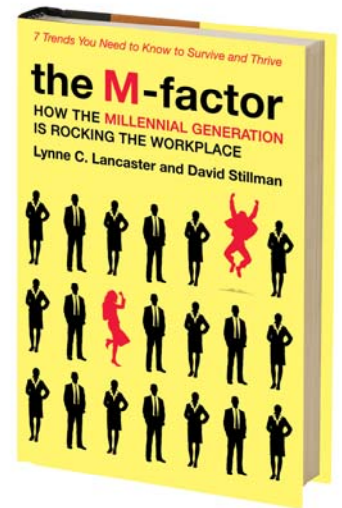


**AVAILABLE FOR PRESALE NOW!**

## **THE M-FACTOR**

*How the Millennial Generation is Rocking the Workplace*



The 76-million member **Millennial generation** (1982-2000) is entering the workforce and bumping headlong into Traditionalists, Baby Boomers and Gen Xers. Managers are keen to deploy the skills and talents of this able workforce, but are finding themselves perplexed at how to recruit, relate to, and engage them.

In ***THE M-FACTOR*** (HarperCollins, April 2010) generational experts and best-selling authors **Lynne Lancaster** and **David Stillman** identify the **seven trends** that shaped the Millennial generation and how these will transform the ways all of us lead, work, and manage. It describes who the Millennials are, why they are clashing with the other generations, and how their talents can be unlocked to an organization's advantage.

### **PRE-ORDER *The M-Factor* for your audience or organization!**

- **Discounts** are steep for volume orders. Based on hardcover price of \$26.99...

5-499	\$17.54 each (35% off)
500-999	\$17.00 each (37% off)
1,000-4,999	\$15.65 each (42% off)
5,000-9,999	\$15.38 each (43% off)
10,000+	\$15.11 each (44% off)
- Books can be **autographed** by the authors before delivery to you
- You can add a **customized front page bound into each book** for \$1 each (minimum 10 books). *The insert page can feature a message from your CEO, your company's logo, mission statement, or whatever message/images you wish.*

**Call toll-free today to place your discounted, customized order for *The M-Factor* at 1-888-519-1187.**



**Lancaster and Stillman** are nationally known generational speakers, consultants, researchers, and the authors of *When Generations Collide*. They have appeared on *CNBC*, *CNN*, and the *TODAY* Show. Learn more at [www.generations.com](http://www.generations.com).

*"Lively stories illustrate the generation gap and general communication failures between Traditionalists, Boomers, Generation Xers, and Millennials. The authors'... thorough analysis of how various generations can complement each other makes a strong case for the value of younger people in the workplace"*

**Publishers' Weekly, 2010**