

# Gen@Work Resources

## Primary Resources

When Generations Collide

*Lynne C. Lancaster and David Stillman*

Connecting Generations

*Claire Raines*

60 Minutes – The Millennials Are Coming (DVD)

## Secondary Resources

Survival Is Not Enough

*Seth Godin*

Good to Great

*Jim Collins*

The Attention Economy

*Thomas H. Davenport and John C. Beck*

Worksheres

*Claire Raines*

Loyalty Rules

*Frederick F. Reichheld*

Various articles in Time, Fast Company, Forbes and The Wall Street Journal

