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The Business Edge

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September 25th 2013: How to Sell, Serve, and Standout When Millennials Rule the World

The Millennial generation is creating a new economy, a new society. If you are in business and want to stay that way you need to learn to play by a new set of rules. T Scott Gross will answer these burning questions: Why do you say Millennials may be greatest generation? What do we have to be concerned about the Millennials? What do Millennial consumers mean for business? What do Millennial customers want from shopping experience? How must management respond to a Millennial workforce? He will all discuss the stir that was created with a recent article titled "Millenials Divorce Marriage."

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Featured Guest



T Scott Gross

T Scott Gross is best known as the author of the management classic Positively Outrageous Service. His latest work, Invisible, is a close-up look at survival in a digital economy run by our newest generation, the Millennials.

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