



Millennials and the Pop Culture

William Strauss, Neil Howe

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Millennials and the Pop Culture William Strauss, Neil Howe
Strategies for a New Generation of Consumers in Music, Movies, Television, the Internet, and Video Games.

In this new book, William Strauss and Neil Howe do for the entertainment industry what they did for colleges, the armed forces, and others who design or sell products for today's young people. They explain how, and why, Millennials have grown up to be so different from what nearly everybody expected--and how to turn this new youth tide to your advantage.

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