



# Think and Grow Digital: What the Net Generation Needs to Know to Survive and Thrive in Any Organization

*Joris Merks-Benaminsen*

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**Think and Grow Digital: What the Net Generation Needs to Know to Survive and Thrive in Any Organization** Joris Merks-Benaminsen

**A digital executive shows millennials how to excel in a corporate environment still dominated by an older generation, while remaining true to their personal values**

*Think and Grow Digital* teaches young talents how to align with company "seniors" without giving up their ideals. The author explains how readers can help companies focus on moon shots: things really worth going for that help both the company and the world. Readers learn how to systematically create their own job roles, drive their personal growth engine, and connect effectively with people allowing them to do meaningful work with great rewards.

**Joris Merks-Benaminsen** worked in several media and advertising businesses before he joined Google in 2010. He serves as European Head of Insights Communication, aggregating research and data insights into B2B narratives that explain changes in the media landscape, marketing, and consumer behavior.

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