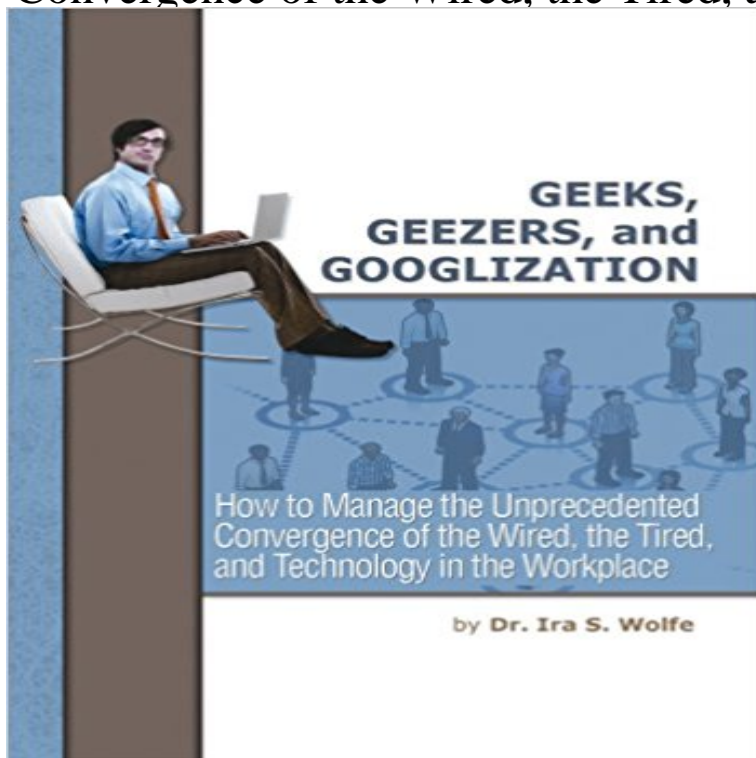


Geeks, Geezers, and Googlization: How to Manage the Unprecedented Convergence of the Wired, the Tired, and Technology in the Workplace



Baby Boomers are lingering in the workplace. Gen Xers are growing impatient. Gen Ys are knocking at HRs door in record numbers. And technology, including social media, is transforming the mode and pace of communication. The workplace has become a potential battlefield between four generations struggling to exert their influence and hold on to their world views and attitudes. This convergence of young, old, and technology is simultaneously creating opportunity and crisis. In *Geeks, Geezers and Googlization*, readers will learn from workforce management expert/author Ira S. Wolfe about how each generation defines itself, the unintentional consequences of generational crowding, and how to turn this generational and technology convergence into a strategic opportunity. Yes, there have been many books written on the generations. This could be the only one you'll really need to keep on your shelf. Beverly Kaye, CEO/Founder Career Systems International FABULOUS book!! Outstanding! This will be the best read that any organization can have for their leaders. I just love it! Read it in one sitting!! Gloria Washington, Regional Training Manager Dollar Tree Stores Inc The elephant in the room has been exposed. This is a must read for every Company President and HR Professional. Amos Dienner, HR / Safety Manager Smucker Company

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