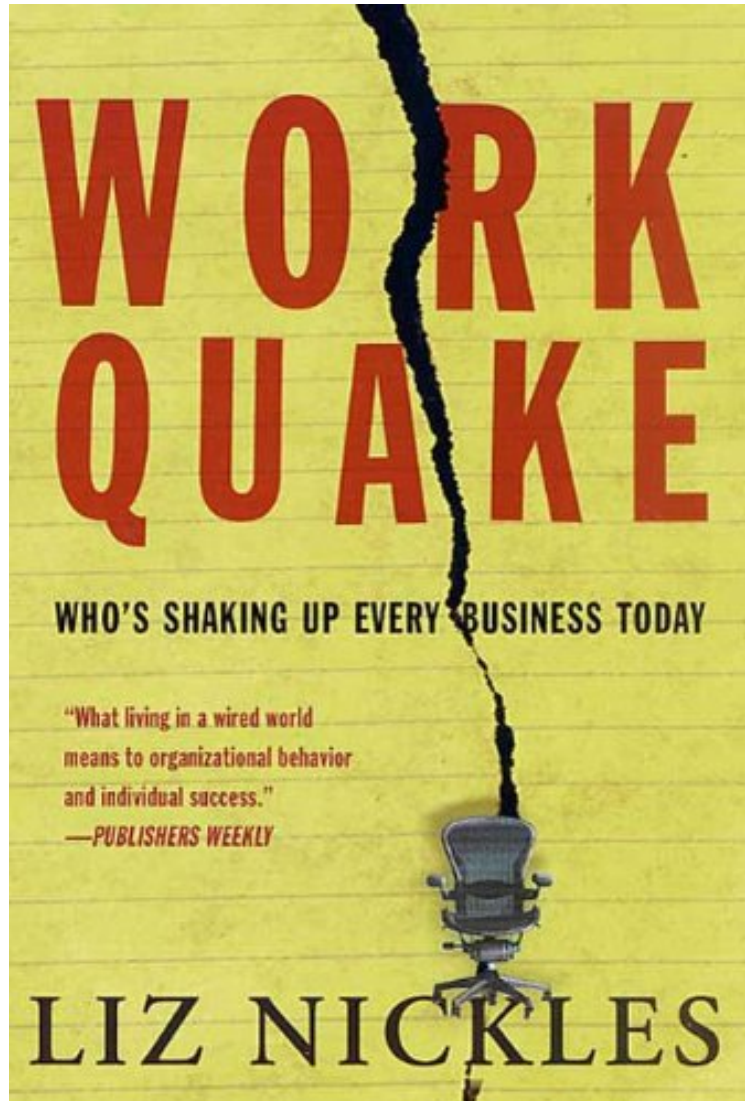


(Free) Work Quake: Who's Shaking Up Every Business Today

Work Quake: Who's Shaking Up Every Business Today

Liz Nickles

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The digital age has created a self-empowered group of "Change Agents" who demand more of their jobs and who are revolutionizing offices and organizations across the country-whether the old guard likes it or not. Based on unique and compelling research, Work Quake is a clear-eyed look at what the workplace will be like for the rest of the 21st century. It reveals a combustible generation gap through trends like:Lifestyle Entrepreneurialism: The classic career

arc has become a jagged line. Full Engagement: The wired world is not just phoning it in. Convergence: The boundary between life and work blurs and the Change Agents like it that way. Getting a life: Unlike Boomers, the new wave believes that work (even if it takes eighteen hours a day) is just a job—they can and will walk away from it. Preemie Retirement: What does it mean when the best employees work 24/7, cash out at 35, and move on? No Prisoners: The Change Agents will do whatever it takes to get ahead. Ruthless? Sure. But they're that driven. Work Quake helps bridge the digitally driven generation gap and illuminates what that gap means for productivity, job security, and the future.

About the Author Liz Nickles is a nationally recognized expert in strategic marketing and brand development. She is coowner of the research firm Nickles Ashcraft, which pioneered new assumptions about women in the workplace and teens in the 21st century. She lives in Westchester County, New York, with her husband and son.