



Entre Generaciones: 1 (Spanish Edition)

By Alejandro Mascó

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Las diferentes generaciones permiten crear una riqueza única en el mundo en el que vivimos. Ese valor puede ser aprovechado por las organizaciones para pulir estrategias de negocios, atraer nuevos consumidores y crear espacios de trabajo que atiendan a las demandas de nuevos talentos.

Es necesario considerar que el contexto histórico y social, las demás generaciones y nuestra individualidad impactan en la definición del complejo concepto de generación.

“Se trata de un intervalo de tiempo entre el nacimiento de los padres y el de sus hijos”, concepto al que hemos incorporado una variable más: se trata de la idea del ciclo vital. Entender que hay procesos sociales, económicos y políticos que forman y definen por sus vivencias a estos grupos de personas.

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