

Neil Howe

Generations Expert and Demographer

America's New Direction Everyone agrees that the mood across America is changing rapidly. We seem to be entering a new period of national urgency, and perhaps even global crisis, with new worries about financial collapse, nuclear proliferation, terrorism, and global instability. In his 1997 book, *The Fourth Turning*, Neil Howe predicted that this was just where America would be today. With his co-author, William Strauss, he uncovered a remarkable pattern in American history, a cycle of recurring eras driven by generational changes. Using this proven historical method, Howe offers a road map that truly explains where America is today—and, more importantly, where it is heading, from the economy and consumer tastes to politics and popular culture.

Generations In The Workplace In today's typical business, Boomers, and Gen-X'ers have trouble understanding each other—and neither generation knows what to do about the rising young Millennials just coming out of school. Neil Howe explains how each of these generations look at work and life differently. Find out what the best companies are doing to unleash the potential of each generation and foster productive relationships between them.

Generational Marketing Many companies have recognized the need to look beyond traditional demographic categories and understand the effect generational change has on the marketing industry. Neil Howe trace the life stories and characteristics of today's generations of consumers to help you understand what product styles and marketing messages work best for each. Other topics include Generations and Global Perspectives, Generations and Social Trends, and Generations and Entertainment. In addition, Howe can customize his speech to specific industries.