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Millennial, Gen Xers, and Boomers

A generation refers to the group of people who are born and raised at the same time and place. These people also have other similarities such as communication patterns, preferences and societal values. They shift these values to the next generations. Mainly three-generation are dominating the market today; Millenial, Gen Xers, and Boomers.

The Millenials refer to that generation that born in or after 1982. This generation has experienced terrorism and brought up in the tracker of the wars in Iraq and Afghanistan. Moreover, they also joined the workforce at the time of extreme recession. Other charcterictics of this gernationa are; they like to text more than call and are very close to parents (Smile Peace Love Creative). New technologies always inspire and fascinate them. Strengths of these generations are their positive attitude and ability to multitasking. Their collaborative style has always fascinated them to work in a team. Marketing to this generation is not as easy as they do not completely go for a luxurious life. Marketers should offer them discounts to increase their sales easily.

In addition, the Gen Xers were born during 1965 and 1980, which was a time of changing societal values. For example, divorce rates were increasing and they were under less supervision. This generation has many positive characteristics such as results focused, relationship and friendly people in addition to that they show flexibility in their decisions (Smile Peace Love Creative). Moreover, these are self-reliant and accept diversity at work as well. They are easily fascinated by new products and services. Markets can charge higher prices and increase profits.

On the other hand, Baby boomers were born between 1946 and 1964, which is time after World War II (Smile Peace Love Creative). This period was marked with countless U.S. political and social disorder. Furthermore, technology has an enormously positive effect on this generation and they are also self-sufficient as they enter the workforce in their early ages. They like to change things soon and get new ones. Marketers must bring innovations in their products to sell them to baby boomers.

# Works Cited

Smile Peace Love Creative. *Millennials, Gen Xers, & Boomers*. 2011, https://www.youtube.com/watch?v=5xdum8MO6LY&feature=youtu.be.