

## Roadmap to the Generations Resources - A Good Start

<http://articles.moneycentral.msn.com/Investing/HomeMortgageSavings/WhyGenerationYIsBroke.aspx>

<http://www.scn.org/~jonny/genx.html> - dictionary of Gen X “isms”

<http://generation-y.com/> - website gathering place of teens

<http://www.demko.com/columns.htm> - articles on the various generations

<http://xgeneration.virtualave.net/> - Generation X links page

<http://www.millennials.com/> - literary site with articles about and of interest to Millennials

<http://rainmakerthinking.com/23.htm> - free newsletter on young people in the workplace

<http://www.bbhq.com/sixties.htm> - “Baby Boomer HQ” for everything about the 1960s

<http://www.babyboomers.org/> - the National Association of Baby Boomers (information site)

[http://www.suite101.com/welcome.cfm/baby\\_boomers](http://www.suite101.com/welcome.cfm/baby_boomers) - information site for Boomers

<http://www.thirdage.com/> - articles for seniors

<http://www.aarp.org/> - self explanatory

**Amrhein, Chris; “Bloodlines and Birthdates”; seminar for IIABA 1999 Convention**

**Amrhein, Chris; “Targeting Generation X”; seminar and workbook, 2002**

**Borrell Associates, Inc.; Executive Summary: “2005 Outlook: The Boom Continues for Online Auto Ads”**

**Clegg, Alicia; “Mining the Golden Years”; www.BrandChannel.com, April 2006**

**Eisenhart, Mary; “Generation Next”; Generation X seminar for IIABA Young Agent Committee, 1999**

**Hicks, Dr. Rick and Kathy; *Boomers, Xers, and Other Strangers: Understanding the Generational***

***Differences that Divide Us* (Wheaton, IL: Tyndale House Publishers, 1999)**

**Marconi, Joe; *Future Marketing: Targeting Seniors, Boomers, and Generations X and Y* (Chicago, IL: NTC Business Books, 2001)**

**Martin, Carolyn A., and Tulgan, Bruce; *Managing Generation Y* (Amherst, MA: HRD Press, 2001)**

**Raines, Claire; *Beyond Generation X: A Practical Guide for Managers* (Menlo Park, CA: Crisp Publications, 1997)**

**Ritchie, Karen; “Marketing to Generation X”; speech to IVANS Insurance Technology Conference, November, 1998**

**Sacks, Danielle; “Scenes From the Culture Clash”; *Fast Company Magazine*, January 2006**

**Sutherland, Anne, and Thompson, Beth; *Kidfluence* (New York, NY: McGraw-Hill, 2003)**

**Sylvester, Ann Marie; “Generation Rising”; *Deliver Magazine*, March 2006**

**Tulgan, Bruce; *The Manager’s Pocket Guide to Generation X* (Amherst, MA: HRD Press, 1997)**

**Zemke, Raines and Filipczak; *Generations At Work: Managing the Clash of Veterans, Boomers, Xers and Millennials in Your Workplace* (New York, NY: American Management Association, 2000)**

**“Demographic Profile of American Baby Boomers,” MetLife Mature Market Institute, 2005**