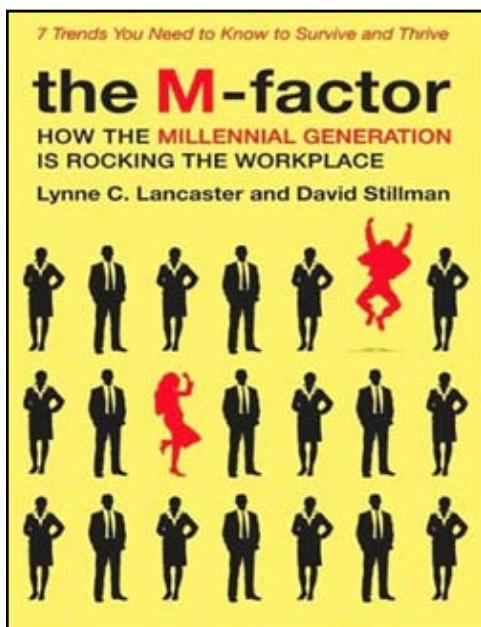


SIMULTANEOUS RELEASE

**Read by Susan Ericksen**

Category: Business/Management

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Lynne Lancaster is a Phi Beta Kappa summa cum laude graduate of the University of Minnesota. She earned her stripes as a corporate communication consultant to companies such as CocaCola and Pillsbury. She is coauthor, with David Stillman, of the bestselling business book *When Generations Collide*.

David Stillman is a graduate of the University of Wisconsin at Madison with B.A. degrees in communications and sociology. He worked for ABC television in New York City as an intern for *Prime Time Live* and served as a roving reporter for CBS radio. He is coauthor, with Lynne Lancaster, of the bestselling business book *When Generations Collide*.

Susan Ericksen lives on the East Coast, where she performs on stage and on television. Susan has recorded many audiobooks, including *Naked in Death* by J. D. Robb and *Woman in Red* by Eileen Goudge.

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Lynne Lancaster and David Stillman

The M-Factor

Why the Millennial Generation Is Rocking the Workplace and How You Can Turn Their Great Expectations into Even Greater Results

This ultimate guide to Millennials in the workplace offers valuable insight and practical tips on how Boomers, Gen Xers, and even Millennials themselves can bridge generational gaps, be more productive, and achieve organizational success like never before.

As the Millennial generation (those born between 1982 and 2000) rapidly enters the workforce, their introduction into the workplace has been anything but seamless. In fact, you might have already heard one of these jaw-dropping stories: the mother who called HR to complain when her daughter got a mediocre performance review. The recent college graduate who dialed the CEO directly to tell him what the company could be doing better. The young employee who revealed a new product launch on her Facebook page before it was announced to the public.

As unbelievable as these scenarios seem, they are happening in workplaces around the world every day, and in *The M-Factor*, Baby Boomer Lynne Lancaster and Generation Xer David Stillman identify the seven trends essential to understanding this new generation: The Parents, Entitlement, Meaning, Great Expectations, The Need for Speed, Social Networking, and Collaboration. Both humorous and savvy, this book offers valuable insight and practical, actionable tips and solutions.

MARKETING

- Previous book *When Generations Collide* has sold more than 50,000 copies
- Authors have launched a trainer certification program called BridgeBuilders
- Author appearances in San Francisco and Minneapolis/St. Paul
- National media and radio campaign
- Authors' Web site: www.generations.com

PRAISE FOR THE M-FACTOR

"Young people ARE transforming the workforce and overall it's for the better, as their culture is the new culture of work."

—**Don Tapscott**, coauthor of the *New York Times* bestseller *Wikinomics*

"Lancaster and Stillman have a laser-eye on the future of talent.... Pick [this book] up...and put these no-fail concepts to work."

—**Harvey Mackay**, author of the #1 *New York Times* bestseller *Swim with the Sharks without Being Eaten*

ALSO AVAILABLE FROM TANTOR

Saj-nicole Joni and Damon Beyer

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The_M_Factor. Registered Member. Member for 7 years and 1 month Last active Sat, Jul, 19 2014 10:31:31.Â The_M_Factor posted a message on My Miniature City. Quote from deathbringer009. Awesome so far mate, but when I read this forum title I was thinking "oh this guy must have used that little blocks mod and made a tiny detailed city!!" M-factor stands for multiplying factor for substances that are highly toxic to aquatic environment (i.e, LC50 or EC50<1mg/L). When classifying a substance as acute aquatic toxicity category 1 or chronic aquatic toxicity category 1 under GHS, it is usually necessary to indicate an appropriate M-factor (Note: This is mandatory under EU CLP regulation) . The purpose of applying M-factor is to give an increased weight to highly toxic components when classifying a mixture.