



China's Generation Y: Understanding the Future Leaders of the World's Next Superpower

Michael Stanat

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LONG VERSION

Growing up during the information age, China's Generation Y (born between 1981 and 1995) is unlike any of its predecessors, sporting branded items and increasingly sharing some of the same ideas as Western youth. This generation of teenagers in China will most likely be the political and business leaders of the world's next superpower by the year 2025.

Based on interviews and surveys conducted in Shanghai by the author, an American teenager, China's Generation Y provides an exciting look into the lives and minds of China's youth, showing Western readers who they are, how they got there, and where they are headed. The book brings to life the influences on them – political, cultural, family, economic, and environmental – in such a way that it truly provides a rare glimpse into the minds of today's youth and tomorrow's leaders.

China's Generation Y is not only for those who seek to acquaint themselves with this crucial generation, but also for business leaders who wish to cater to the up-and-coming Chinese consumers. Informative and stimulating, this first-of-its-kind book opens up a new horizon for many in the West who will ultimately meet the need and challenge of this emerging Chinese generation.

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