

# CONTENTS

Acknowledgments/xi

## **PART ONE: MEET THE NET GEN**

<b>INTRODUCTION</b> .....	1
<b>CHAPTER 1</b> The Net Generation Comes of Age .....	9
<b>CHAPTER 2</b> A Generation Bathed in Bits .....	39
<b>CHAPTER 3</b> The Eight Net Gen Norms: Characteristics of a Generation ....	73
<b>CHAPTER 4</b> The Net Generation Brain .....	97

## **PART TWO: TRANSFORMING INSTITUTIONS**

<b>CHAPTER 5</b> The Net Generation as Learners: Rethinking Education .....	121
<b>CHAPTER 6</b> The Net Generation in the Workforce: Rethinking Talent and Management .....	149
<b>CHAPTER 7</b> The Net Generation as Consumers: N-Fluence Networks and the Prosumer Revolution .....	185
<b>CHAPTER 8</b> The Net Generation and the Family: No Place Like the New Home .....	219

## **PART THREE: TRANSFORMING SOCIETY**

<b>CHAPTER 9</b> The Net Generation and Democracy: Obama, Social Networks, and Citizen Engagement .....	243
<b>CHAPTER 10</b> Making the World a Better Place—at Ground Level .....	269
<b>CHAPTER 11</b> In Defense of the Future .....	289

Appendix/313

Notes/319

Bibliography/345

Index/361