

Preface

This book discusses the human resource management issues from Millennial generation individuals. This is a special generation; the Millennial individuals have a lot of novel ideas and thoughts. Therefore, this book compares Millennial generation with other generations, and finds that there are many differences.

There are many books discuss the topics about human resource management, and the information about Millennial generation individuals are sufficient. However, the main concepts of this book is to explore the approaches to attract and retain Millennial workers. This book contains four sections and nine chapters to explore this topic. This book is able to explore the characteristics of Millennial generation, as well as assists the employers, managers, and other workers understand this generation.

At the beginning of each chapter, the objectives are listed. This is able to make the readers realize the key points in each chapter. At the end of each chapter, several questions are offered, and these questions are able to develop the readers' thinking.

This book provides sufficient background knowledge and theory about the topic. Furthermore, this book also offers 12 stories which focus on the practical viewpoints, and these stories are able to help readers understand the knowledge and theory. Regarding the complex concepts, this book uses tables and figures to explain them, and cites previous studies or books to provide the models. Through tables and figures, the readers can easily to understand and establish the right concepts.

This book describes not only many opinions from Eastern culture and Chinese viewpoints, but also collects a lot of literature and researches from database. Hence, this book clearly illustrates the issues, problems, and trends related to the topic, as well as promotes the readers' international viewpoints.

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